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**MOTION PICTURE**

# EXHIBITOR

**MAY 13, 1959**

Volume 62

Number 1

IN THREE SECTIONS • THIS IS SECTION ONE

*Plus...*

**SHOWMEN'S  
TRADE REVIEW**

Founded in 1933 by  
CHARLES E. "Chick" LEWIS



## **Anti-Toll-TV Forces Now On Offensive**

(See Page 9)

## **Physical Theatre— Extra Profits Dept.**

Syd Gates, president, Virginia Motion Picture Theatre Association, left, and Paul Roth, Silver Anniversary Convention chairman, discuss plans for the group's annual affair, scheduled for July 6-9 at the Chamberlain Hotel, Old Point Comfort, Va.

**editorial: The Great Censorship Dilemma** . . . (See Page 5)





**from  
CLEVELAND'S  
World Premiere  
Engagement!**

**“Most provocative  
that matter man**

**The film is fascinating, stimulating  
craft. It is a whale of a picture a**

**“There's greatness  
World, the Fles**

**A fascinating and fantastic picture  
with one of the truly great scre**

**“No matter what  
the most excitin**

**Fascinating . . . really extraordinary  
than to recommend that you**

*and*

**SMASH  
BUSINESS  
in every  
pre-release  
engagement!**

**HARRY BEL**

Screen Play by RAN





**Picture of the year—or for  
year.**

**controversial...a continuing amazement of imagination and  
strictly without compare as a celluloid experience."**

*—Arthur Spaeth, Cleveland News*

**it. I urge you see 'The  
and the Devil.'**

**playing is unbelievably great. Harry Belafonte soars into stellar skies  
trayals. It is tremendous. Scripting, editing, directing are perfect."**

*—W. Ward Marsh Cleveland, Plain Dealer*

**Coming up, this is one of  
pictures of the year.**

**one of the pictures a reporter should not talk about, other  
s it."**

*—Stan Anderson, Cleveland Press*

YOU  
CAN  
BANK  
ON  
M.G.M

M-G-M presents A SOL C. SIEGEL PRODUCTION Starring

**MONTE·INGER STEVENS·MEL FERRER**

**the WORLD, the FLESH and the DEVIL**

**DOUGALL • Screen Story by FERDINAND REYER • in CinemaScope • Made by Siegel-HarBel Productions**

**ected by RANALD MacDOUGALL • Produced by GEORGE ENGLUND**





# HIGHEST RATING IN 20 YEARS

Film business history was made last week at Loew's 72nd St. N.Y. when M-G-M's smashing new METROCOLOR hit "ASK ANY GIRL" got a 99.4 rating by Film Research Surveys, Inc. TOPPING ALL PRIOR AUDIENCE PREVIEWS in its history.

AND SHIRLEY MacLAINE GOT THE TOP ALL-TIME FEMALE STAR RATING! With Outstanding Male Star Acclaim For Academy Award Winner DAVID NIVEN!

**WATCH FOR  
THEATRE PREVIEWS IN  
EXCHANGE CITIES!**



co-starring

ROD TAYLOR · JIM BACKUS · CLAIRE KELLY

Screen Play by  
GEORGE WELLS · Based on the Novel by WINIFRED WOLFE · In CinemaScope and METROCOLOR · A EUTERPE PRODUCTION

Directed by  
CHARLES WALTERS · Produced by JOE PASTERNAK

YOU  
CAN  
BANK  
ON  
M·G·M



# 41 Years of Service to the Theatre Industry

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May 13, 1959

## DO NEWSPAPER LISTINGS TEASE . . . OR SELL?

TWO THEATRE FRIENDS of ours are having an argument over: (1) whether a last-run drive-in with two changes per week should give the display accent in its newspaper listings to "tonight's show," with only a minor reference to the show that "starts tomorrow"; or (2) whether the display accent should be given to tomorrow's show, with only a minor reference to tonight's attraction. So we have been asked for an opinion.

From where we sit, we suspect that it is a matter of personal conviction. Sort of like whether you like a red or a blue neck-

tie. But, whichever way we side, the contrary view is going to be convinced that we are biased. So we'd like to put it to an open vote of you theatre advertising experts. Do patrons decide today what they will go see today; or do patrons decide today what they will go see tomorrow? We'd like to have you tell us how you feel about it, and then we'll total the votes and issue a report.

How's that for getting "off the spot"?

And keeping both theatre friends!

## THE GREAT CENSORSHIP DILEMMA

OUT IN CHICAGO they still seem to be concerned with the rightness and the wrongness of pre-censoring by a police board, whether for adults, or for the new arbitrary age of 17 that the police board picked when the Federal District Court declared that the formerly enforced and equally capricious age of 21 was illegal. In the Chicago American of April 21, by-lined columnist Ernest Tucker summed up the problem in the following skilled fashion:

*"The debaters agreed on one point, although not for the same reasons: That the present system of censorship is goofy.*

*"It seems to boil down to how many square inches of Mlle. Bardot's epidermis may be bared to public view, and how loudly a gentleman may pant when he is raining kisses on a lady's upturned face.*

*"The extremes are easy. It's highly unlikely anyone would classify 'Alice of Old Vincennes' as obscene, or give the nod to something called 'Marijuana Orgies'. But to one person, a picture of a mother nursing a baby would be offensive, but a portrayal of a junked-up sadist would be OK; another would read double meanings into almost every conversation; while for a third, a movie would have to*

*descend to the level of a stag movie to be rejected.*

*"For that matter, an intelligent 16-year-old can be unharmed, or even benefited, by something that would inflame a person of 35 with a sink for a mind.*

*"Hardly anybody is satisfied with the censorship setup now, but what's the alternative? I don't know? Nobody seems to."*

Neither do we! But we will admit that every now and then we are embarrassed by some of the burlesque, nudist camp, and similar junk that enterprising "operators", who are unquestionably in the minority, dig out of back alleys, or import from abroad, and call movies. If it can be done legally, mightn't it be a solution to have regular Code-sealed legitimate pictures denied to the theatres that play such stuff? Industry ostracism would be noticed by the public, so that the junk wouldn't contaminate Code approved pictures and the clean theatre operations in the same areas.

As burlesque relates to the legitimate stage but is separated from it, such policies would then separate the junk from the legitimate movie business. Junk operators wouldn't be permitted to run with the lambs one week, and with the goats the next.

## TRY THIS ON YOUR STEREO SYSTEM

DON'T LOOK NOW, but the date on this quote will surprise you. We came across it recently in searching through some back files. Here it is:

*"Reports appear with great frequency, that producers plan on getting together with some kind of agreement in order to place a reasonable limit on the salaries being paid to all players, excepting only those celebrities who mean something at the box office.*

*"This is a protective measure that must come. When producers drop, if only for a time, their petty jealousies and competitive feuds, it should be easy to bring about. For several years now, there has been a gross waste of money by producers in payments of excessive salaries that the business can ill afford. The excessive burden of such salaries has been carried on down through the industry, with every branch compelled to meet its share. A great deal of the evil of excessive film rentals can be predicated on the exorbitant star salaries charged against specific pictures, so that the exhibitor is made to become a party to the producer's folly.*

*"Curbing of this evil is a logical and reasonable development, which will come as more of the froth and unsteadiness is blown away, and the various businesses that go to make up the industry become fixed upon the bed-rock of sound, conservative management."*

That quote, gentlemen, was from our original root publication, VINE STREET, dated July 1, 1919.

Nearly 40 years have passed. The same jealousies and feuds exist between producers. Only the objected-to salaries have gone up. A single actor now commands \$1,000,000, \$750,000, or \$500,000 for appearing in just one picture—plus a good big chunk of the gross.

As far as "celebrities who mean something at the box office" are concerned, there aren't any. Pick a star, and for every hit you'll find he or she was in a flop. The star doesn't live today who can carry a mediocre or poor picture into the profit column. But salaries keep doubling —and tripling.

Here's one evil we never did correct.





20<sup>TH</sup> SALUTES

"THE BEST ACTRESS OF THE YEAR"

ACADEMY AWARD WINNER FOR "I WANT TO LIVE"

# SUSAN HAYWARD

MAGNIFICENT AGAIN AS THE

# WOMAN OBSESSED

CINEMASCOPE COLOR by DE LUXE • STEREOPHONIC SOUND

CO-STARRING

# STEPHEN BOYD

ALSO CO-STARRING

BARBARA NICHOLS

PRODUCED FROM HIS SCREENPLAY BY

SYDNEY BOEHM

DIRECTED BY

HENRY HATHAWAY





From KEENE, N.H.

Here is a clipping from Wednesday's (April 29) paper. I think you will agree that, by accident or design, it is quite a tie-in on our current picture.

F. J. CAHALAN, Manager  
Scenic Theatre

### ATTENTION DOG OWNERS

The Revised Statutes Annotated of New Hampshire 466:14 provides that warrants shall be issued by the mayors of each city and the selectmen of each town within ten days after May first in each year, directed to one or more police officers or constables, ordering them to kill or cause to be killed, all dogs within such city or town not licensed and collared according to the provisions of RSA 466. This statute is mandatory and requires every police officer and constable to kill or cause to be killed all such dogs whenever and wherever found, and provides further that they shall receive one dollar for each dog so destroyed.

### THIS LAW WILL BE ENFORCED

Selectmen of Swansey

**SCENIC**  
Theatre

NOW  
PLAYING



EDITOR'S NOTE: Wow! And a Bow to some printer who feels dogs is dogs. It's a good thing Armours weren't advertising "hot dogs" that day.

From KEWASKUM, WIS.

As you will note, from the fact that I operate a Chevrolet Agency and Garage, the theatre business is a hobby with my wife and myself. But we read MOTION PICTURE EXHIBITOR thoroughly, as the best means to acquaint ourselves with the coming feature pictures. It is certainly a big help!

K. A. KONECK, JR., Owner  
Kewaskum Theatre

EDITOR'S NOTE: That's something to remember the next time we are in the market for a Chevy. Any passes?

From FITCHBURG, MASS.

For 30 years I've been waiting for something like the enclosed letter in tonight's SENTINEL. Every time the movies get a pasting for a horror show, or for a Brigitte Bardot, in either the Letters column of the press or in the Express Your Opinion program on the radio, I have always answered back with the titles of several recent excellent pictures and the query: "How many of these did you see?" I have always added the conclusion that the public gets exactly what it will support at the boxoffice. I have also on occasion used the thought that: "A praise-worthy film dropped dead at the boxoffice, so where were you when the saints came marching in for that one?"

Maybe some of this sank in, for here is tonight's letter signed by a Mrs. Anna M. Bisol of Leominster:

"May 3 to 8 the Fitchburg Theatre is presenting 'THE MIRACLE OF ST. THERESA.' There has been quite a lot written and said about the immoral films that are being shown lately, so now is the time to put our preaching into practice, and to get out and go to the movies next week.

# Letters . . .

UNSOLICITED • The letters from readers which appear on this page are not solicited. MOTION PICTURE EXHIBITOR does not suggest questions to readers in order to provide a flow of letters.

"You teenagers get together and make up a theatre party. You parents, who are always hollering juvenile delinquency, make it a point to see that your children go. And, incidentally, let's go ourselves. It's time we all got together and made the biggest turnout ever. Remember you did it for B. Bardot! If we show the theatre people that we want more moral pictures, we'll get them. But it is up to us!

"Let's get rid of the trash on our movie screens once and for all."

I now have a glimmer of how Moses must have felt when he first viewed the Promised Land.

FRANK BOYLE  
Fitchburg Theatre

EDITOR'S NOTE: Coming from the lady in Leominster, these thoughts probably are more convincing than if any theatremen had said them. But they are no more true. The public will always get "exactly what it will support at the boxoffice."

From ST. LOUIS, MO.

I have read with great interest your survey on SLIDING SCALE. I wonder if it is at all possible to get 10 additional copies?

We would like these additional copies for our individual salesmen and bookers to study, and to have on hand for future reference.

RALPH HACKER, Booker  
United Artists Corporation

EDITOR'S NOTE: Mailed immediately. We will oblige while the supply lasts.

From HOLLYWOOD, CAL.

Would you please be good enough to furnish us with the full and correct address of the H. Husein & Co. of Karachi, Pakistan, whose letter you used on the LETTERS page of the April 22 issue?

HARVEY PERGAMENT  
Cavalcade Pictures, Inc.

EDITOR'S NOTE: Nishat Cinema Building, M.A. Jinnab Road, Karachi, Pakistan. And according to their letterhead they distribute United Artists, London Films, Pathe Overseas, and Selznick Releasing.

From MALTA, MONT.

Thank you for THE SLIDING SCALE METHOD, that is truly a special service bonus. Even though we built our theatres in 1955, when building costs were very high and the resulting depreciation is high, too, there must be one of the methods that would apply to us. We would very much appreciate having four more copies.

We have full Stereophonic Sound and CinemaScope in our new Villa theatre, and we believe this has added greatly to patron enjoyment. They have told us so. Our problem is to get more subjects like the 20th Century-Fox', "MIRACLE OF STEREO-PHONIC SOUND" (release 7414), or even another good print of this same subject, to keep patrons interested and convinced of the wonderful treat they are hearing in our

theatres. This subject was great and you could use it again, but there should be more on this same informative vein. We exhibitors are never satisfied, are we?

CARL W. VESETH, Owner  
Villa and Palace, Malta,  
and Grand, Harlem, Mont.

EDITOR'S NOTE: The extra copies have been forwarded, and we hope all producer-distributors notice the need for more shorts in Stereo Sound - and probably plus Color and Wide Screen.

From DENVER, COL.

We note an item in MOTION PICTURE EXHIBITOR relative to a Foreign Film Directory that was issued by the Theatre Owners of America. As we specialize in the showing of foreign pictures, we would find such a directory very valuable. Would you please send the address where we may obtain same.

BILL RAMSAY, Manager  
Vogue Art Theatre

EDITOR'S NOTE: The inquiry has been forwarded to the TOA, but for the benefit of others, their national office is in the Paramount Building, 1501 Broadway, New York.

From SYRACUSE, N.Y.

The editorials in MOTION PICTURE EXHIBITOR are the BEST! Give us more! That is, more than just one page.

ALBERT I. GILBERT, Manager  
Wescot Theatre

EDITOR'S NOTE: And we know other people who think we talk too much.

Look

## WAKE UP..

to the breezy, provocative, theatre-wise EDITORIALS in each Issue.

No mealy-mouthing or question begging . . . no back scratching or "baby" sitting . . . and that's why it's THE BEST-READ PAGE IN THE INDUSTRY TRADE PRESS.

SEE FOR YOURSELF!



# NEWS CAPSULES

## Slocum Leaving UTOO Post

OKLAHOMA CITY—It was learned last week that E. R. (Red) Slocum is resigning as executive secretary of United Theatre Owners of Oklahoma effective July 1. His wife, Billie, who has served as his secretary, also will leave the organization.

A veteran of both distribution and exhibition during his 40 years in the industry, Slocum has been first and only executive secretary of UTOO, which, it is reported, may close its full-time office here. Slocum still has interests in three houses in El Reno, Okla.

UTOO has elected the following officers for 1959-60: Paul Stonum, president; Bernard McKenna, Jep Holman and Johnny Jones, vice-presidents; Seibert Worley, chairman of the board; C. F. Motley, treasurer; and Allen B. Dean, secretary.

Directors for 1959-60 are the officers plus Alex Blue, Vance Terry, Charles Procter, Weldon Brown, Richard O. Thompson, Woodie Sylvester, Bill Slepka, Bernard McKenna, Paul Townsend, H. B. Cox, Seibert Worley, H. S. McMurray. Members at large are Jep Holman, G. R. Crumpler, Johnny Jones, and Charles Fletcher.

The UTOO was active in defeating the proposed state soft drink tax which called for a tax of one cent a bottle or 76 cents per gallon on syrup. Fifty-three theatre owners and managers gave of their time to be in the House Chamber and voice their opposition.



## BROADWAY GROSSES

### Holdovers In Average Week

NEW YORK—In what amounted to an all hold-over session, the Broadway first-runs were all average or below last week-end.

According to usually reliable source reaching MOTION PICTURE EXHIBITOR, the break-down was as follows:

"WARLOCK" (20th-Fox). Paramount (\$39,435)\*—Second session hit \$30,000.

"COUNT YOUR BLESSINGS" (MGM). Radio City Music Hall (\$147,610)—Thursday through Sunday accounted for \$87,000, with the third week going to \$130,000. Stage show.

"IMITATION OF LIFE" (U-I). Roxy (\$55,405)—Friday through Sunday claimed at \$37,000, with the fourth week heading toward \$55,000. Stage show.

"THE MATING GAME" (MGM). Capitol (\$33,350)—Second week dropped to \$19,000.

"AL CAPONE" (Allied Artists). Victoria (\$22,900)—Seventh week reported as \$21,000.

"SEPARATE TABLES" (UA). Astor (\$25,630)—The 21st week claimed as \$11,000.

"THE SHAGGY DOG" (Buena Vista). Odeon reported that the eighth week was \$8,000.

"SLEEPING BEAUTY" (Disney-Buena Vista). Criterion stated that the 12th week was \$12,000.

"SOME LIKE IT HOT" (UA). Loew's State garnered \$39,901 for the sixth week, with Sunday of the seventh week hitting \$9,890.

"DIARY OF ANNE FRANK" (20th-Fox). RKO Palace continued to fair returns on reserved seat policy.

\*Figures in parentheses reveal 1958 averages as compiled by MOTION PICTURE EXHIBITOR.

## A Quick Summary of All Important Industry News Condensed for the Busy Executive.

**FORMS FOR THIS PAGE CLOSED AT 2 P.M. ON MON., MAY 11**

## Jury Trial Denied In Goldwyn Suit

By MARK GIBBONS

SAN FRANCISCO—While last week saw Samuel Goldwyn's \$1,750,000 anti-trust suit against National Theatres and its subsidiaries pushed as far away as ever for a re-trial, June 19 was set for a second trial, this time with a jury, in the Embassy Theatre \$8,000,000 monopoly suit against the same defendants as well as the major Hollywood studios.

Both cases were completed without juries last year in a total of 108 trial days before Federal Judge Edward P. Murphy, who died before rendering a decision. The Goldwyn case was heard first.

Embassy Attorney Robert D. Raven successfully moved for a jury trial before Judge Lloyd Burke. A few days later, Goldwyn Attorney Joseph L. Alioto made a similar motion which Judge Albert C. Wollenberg denied. Judge Wollenberg reminded Alioto that Raven had waived a jury on the basis Judge Murphy had "peculiar competence" to try the Embassy case after 43 days of testimony in the Goldwyn case. Judge Wollenberg noted no such qualification was made by Alioto when he waived a jury the first time.

Judge Wollenberg also rebuffed a suggestion by Alioto that if a jury would not be allowed for the second trial, a Ninth District Court Judge could decide the case from the transcript of the evidence heard by the late Judge Murphy.

The only way this could be done, Judge Wollenberg said, was if both sides agreed. It is a foregone conclusion that inasmuch as most of the rulings on most of the motions made in the first Goldwyn trial were to the advantage of the plaintiff, there will be no mutual agreement by opposing counsel on Alioto's suggestion.

The next step is for Alioto to formally move for the setting of a date for the Goldwyn retrial.

## COMPO Sets Press Network

NEW YORK—Organization of a national network of industry publicity outlets was announced by Charles E. McCarthy, information director of COMPO. The network will be made up of exhibitors and theatre publicity men in each exchange area.

Solicited by McCarthy, ACE exchange area committees in 15 exchange centers have already responded with appointments of publicity committees. It is expected that committees in the remaining exchange areas will be named in the near future.

As soon as more committees are appointed, publicity material of an all-industry nature will be issued from the COMPO office.



## FILM FAMILY ALBUM

### Sick Call

M. B. Horwitz, head, Washington Circuit, Cleveland, entered the Cleveland Clinic for removal of a cataract.

Clarence Moss, manager, State, San Antonio, for Interstate Theatre Circuit, is back at his home convalescing after undergoing surgery at the Veterans Hospital, Houston. It will be necessary for him to return to Houston, however, for further treatment.

Clyde Sampler, office manager, Buena Vista, Atlanta, was back at the office after a stay at a local hospital.

### Obituaries

Don Albert, 66, veteran musical conductor, died last week in New York City of lung tumor following an illness of seven years. He last conducted the orchestra at the RKO Palace until his retirement in 1952. He also organized and directed many orchestras in Loew's Theatres, including the Capitol. He is survived by his widow and one son, also a musician.

Leonard S. Greenberger, 44, general manager and part owner, Fairmount, which he founded 17 years ago, died last fortnight in Cleveland. He was a founding member of Community Theatre Circuit, originator of the former Cleveland Critics Circle, and board member of the Independent Theatre Owners of Ohio. His wife, son, daughter, parents, two brothers, and a sister survive.



David A. Lipton, Universal Pictures Company vice-president, recently cited the success of the company in pre-selling "Imitation Of Life" to women and its plans to increase its budget to pre-sell "This Earth Is Mine" to the trade press. Seen, left to right, are Herman Kass, eastern exploitation manager; Philip Gerard, eastern publicity manager; Lipton; Charles Simonelli, eastern advertising and publicity department manager; and Jeff Livingston, eastern advertising manager.



# Opponents Of Toll-TV On Offensive

## Heavy Attendance Seen At COMPO Meet

NEW YORK—Judging from acceptances already received, an unusually large attendance is anticipated at the meeting of the COMPO executive committee in the Park Sheraton Hotel today (May 13), Charles E. McCarthy, COMPO information director, reported last week.

McCarthy attributed the unprecedented response to the fact that the agenda contains several subjects of serious concern to the exhibitors of the country, and that many of the leading figures in production, exhibition, and distribution will be in town for the joint ACE-MPAA meeting.

Many exhibitor problems, such as censorship and daylight saving, which heretofore have been largely local in character, have recently assumed national proportions. As a result, industry leaders have urged COMPO to become more active in these campaigns. All such campaigns must first have executive committee approval, under COMPO bylaws.

An all day meeting has been scheduled starting at 10 a.m., with a recess for luncheon.

The agenda includes a report by the treasurer, Herman Robbins; a report on the status of Robert W. Coyne; a report of the governing committee meeting with the ACE executive committee on the COMPO program; a report on the censorship campaign; a report on the area promotion campaign; a report on the national campaign against daylight saving; approval of the annual budget; and fixing of the date for the annual meeting and election of officers.

## Montana Exhibs Convene

BILLINGS, MONT.—The Montana Theatre Association convened at the Northern Hotel here last fortnight and was addressed by George Roscoe, Theatre Owners of America director of exhibitor relations, who told delegates that "business was on the upgrade" according to reports reaching him. He attributed this to the availability of better product.

Other speakers were the Salt Lake City branch managers of the film companies, who discussed the product of their respective companies.

Finus Lewis was named president of the association succeeding Clarence Golder. Other officers elected were Chris Gorder, vice-president; and Robert Suckstorff, secretary and treasurer. Arthur Lamey remains as general counsel. Carl Anderson was named representative to the TOA, of which the unit is an affiliate.

## Decca Earnings Up

NEW YORK—It was reported last fortnight that the consolidated earnings of Decca Records for the three months ended March 31 was \$197,560, after allowing for Decca's share of undistributed loss of its subsidiary, Universal Pictures. This is equal to 13 cents per share on 1,527,401 outstanding shares of capital stock.

In the corresponding period of 1958, Decca reported earnings of \$168,117 equal to 11 cents per share on 1,527,401 outstanding shares of capital stock.

## ACE Meeting With Distribs Postponed To May 14

NEW YORK—Eric Johnston, president, Motion Picture Association of America, announced last week after a meeting with company presidents at the Harvard Club wherein the forthcoming meeting with the American Congress of Exhibitors was discussed, that the date of the meeting had been changed from May 12 to May 14 to enable Spyros P. Skouras, president, 20th-Fox, to attend. Skouras, who has been abroad, would have been unable to make the earlier date.

He also announced that the MPAA group has been expanded and now includes himself as chairman; Skouras, Arthur Krim of United Artists, and Abe Montague of Columbia as co-chairmen. Jack Byrne of MGM will represent the MPAA national distributors committee, while Adolph Schimel of Universal will represent the organization's law committee. Ralph Hetzel, MPAA vice-president, will serve as committee coordinator.

The first meeting is expected to be exploratory, with future meeting dates to be set at that time if they become necessary. Johnston has ruled no subject as improper for the agenda, leaving the topics up to the exhibitor representatives.

## Picker Named V-P Of UA Record Firm

NEW YORK—Max E. Youngstein, president of United Artists Records, Inc., last week announced the appointment of David V. Picker as executive vice-president of the company. Picker will continue as executive assistant to Youngstein, who is also a vice-president and member of the board of the parent company, United Artists Corporation.



PICKER

United Artists Records has, in addition to releasing hit soundtrack albums from motion pictures such as "The Vikings," "The Big Country," "I Want To Live!" and "Some Like It Hot," also signed and recorded such stars as Diahann Carroll, Gerry Mulligan, The Clovers and the recent Academy Award-winner, Burl Ives. Leopold Stokowski and Hector Villa-Lobos have recently made a series of classical recordings for the label with The Symphony of the Air.

Earlier, Youngstein announced the resignation of Monte Kay as vice-president and general manager of the company. The termination was agreed upon by mutual consent. Kay, who has held the post since September, 1958, disclosed no future plans other than the continuing of his personal management and music business interests which he has maintained during his term with U.A.R.

## Borghese Joins PR Firm

NEW YORK—John M. Borghese, former radio and television director of Magna Corporation, has been appointed vice-president of Continental Public Relations.

## Harling Urges Exhibitors To Have Legislatures Introduce Bills Against Cable-TV, As In Calif.

NEW YORK — For the first time in the seven years of their effort, the opponents of Toll-TV are off the defensive, and on the offensive, Philip F. Harling, co-chairman of the Joint Committee on Toll-TV, declared last week.

In a memorandum to key exhibitor leaders throughout the country, urging them to have their state legislatures introduce bills to combat Cable-TV, Harling declared:

"In the seven years that our Toll-TV Committee has been functioning, we have been on the defensive, always attempting to check the activities and advances of Pay-TV advocates. The current action in Washington of the House Interstate Commerce Committee has finally taken us off the defensive.

"We are now in a position to take offensive action, and as the first example, I would urgently solicit your cooperation in duplicating the example provided for us in California."

He sent the exhibitor leaders copies of Assembly Bills 2438 and 2439 introduced last month in the California Legislature, which would make it a misdemeanor to charge for any television program which could be seen free in any part of the state, and making it illegal to institute a toll-TV system without first obtaining a certificate of public convenience and necessity.

The California bills, Harling said, were sent to the key exhibitor leaders "in the hope that in your state, with your close ties to your state legislature, you might be able to have similar bills introduced."

"If similar legislation can be enacted in other states," Harling declared, "the Joint Committee's campaign to eliminate Toll-TV could be materially strengthened."

Harling's reference to the House Interstate Commerce Committee's action was the recent acceptance by the FCC of the Committee's demand for rigid control of broadcast Toll-TV tests, and the introduction by Chairman Oren Harris of House Resolution 6245 which would place Cable-TV in the same category as broadcast Pay-TV.

## Toll-TV Must Not Kill Free, FCC Head Says

WASHINGTON—"If there is a way to bring some programming at a price for a minority of people without destroying free television, we would like to know about it. The destruction of free television is farthest from the thought of FCC," announced commission chairman John C. Doerfer in a statement to Rep. Alvin M. Bentley, of Michigan, who attempted to clear up the confusion in the minds of his constituents.

Doerfer described the pending limited experiments as designed for tests "under cold conditions so that we will be able to tell Congress and the industry and give them a better picture of what it's all about."

The FCC boss emphasized that the reallocation program favored by his group will not result in a substantial increase in the number of operating stations in the near future. Some voids will be filled early but the broad program looks to 10 years of reshuffling and expanding, Doerfer estimated.



# UA Arranges \$15 Million Financing For Continued Company Expansion

NEW YORK — United Artists Corporation has concluded arrangements for the private placement of \$15,000,000 of six per cent participating promissory notes due June 1, 1974, it was announced by Robert S. Benjamin, chairman of the board, and Arthur B. Krim, president. The Prudential Insurance Company of America has agreed to purchase the greater portion of these notes, with the balance being purchased by the Puritan Fund, Inc., of Boston. The placement was arranged by F. Eberstadt and Co.

A total of \$10,000,000 of the notes will be taken down initially, and the balance of \$5,000,000 at the option of the company at any time within the next two years. The notes will have a fixed interest rate of six per cent, with an additional small interest participation based on the net profits after taxes of the company in excess of \$3,500,000.

Benjamin stated that the new funds will be used in the continued expansion of the company's business. United Artists, whose 1958 releases received six Academy Awards, recently announced that it will release 28 major motion pictures in 1959, compared with 16 last year, and that it is expanding in the television film, recording, and music publishing fields.

In connection with the new financing, Benjamin announced that United Artists has today called the balance of its outstanding convertible six per cent subordinated debentures due 1969 which have not been converted. The final date for such redemption is June 22, 1959, at a price of 107 per cent together with accrued interest (on a \$1,000 debenture, holder will receive \$1078.50). These debentures are convertible into common stock until the close of business June 12, 1959, at \$21 per share.

F. Eberstadt and Co. has formed a standby purchase group to assure substantial conversions of the remaining debentures by offering to purchase at a price of 108.4 per cent any debentures tendered through the expiration of the conversion period on June 12. The purchase offer by the standby group is equivalent to \$22.77 per share.

United Artists has declared the regular quarterly dividend of common stock of 40 cents per share, payable June 18, 1959, to stockholders of record May 25. Holders who convert their debentures on or prior to May 25 will be entitled to receive the dividend.

United Artists recently announced that sales in 1958 had increased to \$84,000,000 from \$70,000,000 in 1957 and that net income had increased to \$3,720,000 from \$3,262,000 in the same period. During the quarter ended March, 1959, gross revenues were \$19,300,000, compared with \$16,500,000 a year earlier.

## New Pact For Weltner

NEW YORK—A new eight-year contract for George Weltner, Paramount vice-president and head of Paramount Film Distributing Corporation, has been revealed in a proxy statement issued in connection with the annual meeting of Paramount stockholders, June 2. The contract calls for Weltner to give consulting services following his active employment for a period of time equal to his length of active service under the agreement. He will receive \$31,250 annually for eight years following his active employment.

Paramount's directors and top officers last year received aggregate remuneration of \$723,500.

## 'Maja' Postcards Not Art; Post Office Bans Mailing

WASHINGTON — "Generally speaking, we live in a clothed civilization," and so a nude woman would strike the average person as indecent, said William A. Duvall, post office hearing examiner, in a ruling that banned postcards showing Goya's "Naked Maja" from the mails, last week.

The postcard "cannot be considered a masterpiece," said Duvall, "In sum, it is simply a color picture of a nude woman."

The post cards were mailed by United Artists to promote its movie, based on the life of Goya.

## Kodak High-Speed Film Introduced To SMPTE

MIAMI BEACH, FLA. — Details of a new Kodak high-speed color negative film for professional motion picture use were reported last week by Dr. Merle L. Dundon of Kodak's film emulsion manufacturing division at the annual convention of the Society of Motion Picture and Television Engineers.

Called Eastman Color Negative Film, Type 5250, the new color film is twice as fast as Type 5248 which it replaces, Dr. Dundon said. He emphasized that the speed increase has been achieved without increase in graininess.

Dr. Dundon pointed out that the new film permits a movie-maker to cut studio lighting in half. When the reduction in illumination is not necessary, the new film provides increased picture sharpness when its speed advantage is used to obtain depth of field by stopping down lenses, he said.

An important feature of the new material is its compatibility with existing processes involving Eastman Color Films, the scientist said. This means that the same processing solutions and procedures and the same storage conditions can be used with the new film as with the film it replaces.

Dr. Dundon discussed technical characteristics of the new film and presented the chain of research and development of color negative films leading to the new product. Minor differences in color reproduction characteristics may require some small modifications in current practice to obtain optimum results, he said.

## Para. Festival In Phila.

PHILADELPHIA—George Weltner, Paramount vice-president in charge of world sales, hosted a "boxoffice festival" here last week for area exhibitors, disc jockeys, and others.

Included in the round of activities was a screening of "The Five Pennies" at the Arcadia, followed by a Dot Records reception in honor of star Danny Kaye, who was accompanied by Jerry Pickman, Paramount vice-president; Hugh Owen, vice-president, Paramount Film Distributing Corporation; and John G. Moore, mid-eastern division manager.

Other "festival" screenings were "Last Train From Gun Hill" at the SW Stanley and "Don't Give Up The Ship" at the City Line Centre.

## 126 Equipment Dealers Aid Inspection Effort

NEW YORK—One hundred and twenty-six equipment dealers, who serve every state in the union, will cooperate with the inspection and training program of the Council for the Improvement of Theatres and Motion Picture Projection, George G. Kerasotes, president of the Theatre Owners of America, announced last week.

Kerasotes said the cooperation of the field organizations had been secured by Ray G. Colvin, executive director, Theatre Equipment Dealers Association, and that all would assist in the program to be launched in the very near future.

Questionnaires are being prepared by TOA to be sent to all theatre owners and operators, asking them to return to TOA a list of their needs and desires for technical assistance. TOA will send the requests either to the dealer specified by the theatremen, or to the dealer located nearest the theatre if no dealer is named. The dealer will coordinate the services of sound, projection and other equipment technical experts, to have them visit and inspect the theatre. The technicians will make their report directly to the theatre owner, leaving it to the theatremen to then decide if he wishes to make the corrections, repairs, alterations, or modernizations suggested by the technicians as desirable for the theatre. When the surveys are completed, the equipment dealer will notify TOA, so an effective follow-up can be maintained.

Kerasotes said that all the cooperating firms have agreed to make the inspections without cost or obligation to the theatre operator. All recognize, he said, that if theatres do not present the best possible picture and sound, in the most comfortable surroundings, they cannot hope to remain in business for long in the face of competition from other entertainment media. The Council's effort, he said, is aimed at giving the operator the technical information he needs, without cost for this service.

Armed with this information, Kerasotes said, the theatre owner will be in a position to undertake such alterations, repairs or remodeling as are within his economic ability, and select the dealer or supplier of his own choice for the job.

## Ticket Tax On Soviet Pic

NEW YORK—Patrons going to see Russia's version of Cinerama in New York City will have to pay an admissions tax, according to an announcement from the Internal Revenue Service.

The Russian government will conduct the screening as one of its international fair attractions and will fix the price of the ticket, but the Internal Revenue Service will receive the added amount the patron pays as a Federal excise tax. The Federal agency explained that the tax will be paid by the individual patrons and therefore does not involve the exemption granted to foreign governments.

## Vogel Doubly Honored

NEW YORK—Joseph R. Vogel, president of Loew's, Inc., was honored recently by the City of New York and the March of Dimes.

Mayor Robert F. Wagner presented him with a special citation from the city for his record of achievement in civic and charitable efforts. The March of Dimes cited him with its annual Humanitarian Award, presented by Claudette Colbert.



## Sheriff's Action Halts S.C. Sunday Shows

SPARTANBURG, S.C.—After operators of six theatres advertised locally that they would open their theatres in a joint challenge of the Sunday blue laws here and were supported editorially by the press which stated they were the one target of "the long out-dated blue laws," the threat of conspiracy charges by Sheriff B. B. Brockman halted the planned showings.

If charged with conspiracy to commit a crime, the theatre men would face a maximum penalty of one to five years, while the penalty for violating the blue laws is \$50 or 30 days.

Claude C. Rumley, operator, Fox Drive-In, however, opened and was arrested about a half hour after his show started.

The theatre operators are now discussing a number of alternative plans for dealing with the problem in the future. A possibility is a referendum on Sunday movies on May 12, when voters ballot on a recreation tax increase, but such a referendum would need approval of the Spartanburg County Delegation.

Counsel for the exhibitors, meanwhile, will start a drive to enforce the Sunday laws in all of their ramifications, holding that the operation of filling stations, stores, television stations, etc., is unlawful under the present statutes.

## Penna. Exhibs Seek Sunday Law Change

WAYNESBORO, PA.—A concerted effort to have reasonable remedial legislation, counteracting the Sunday Motion Picture Act, introduced at this session of the State Legislature was decided at a recent meeting of the Pennsylvania Motion Picture Association. The Act now in force decrees that motion picture houses cannot open before 2 p.m. on Sunday, except in those communities where a local referendum has indicated otherwise.

## New Production Firm Set

LOS ANGELES—Irving H. Levin and Harry L. Mandell last fortnight announced the formation of a new motion picture producing company, Atlas Pictures Corporation, which will embrace production, supervision of distribution, motion picture financing, and participation deals.

The main source of activity on the part of Atlas will stem from its recent settlement and purchase of the assets and properties of AB-PT Pictures Corporation from American Broadcasting-Paramount Theatres, Inc.

Levin and Mandell are also rejoining Joan Fontaine and Collier Young in yet another project, Atlas Enterprises, Inc., for the purpose of financing television productions including pre-production and script-writing expenses. They were first associated in 1952.

## Lodge Sets Golf Tourney

NEW YORK—The Eighth Annual Film Industry golf tournament and outing sponsored by Cinema Lodge B'nai B'rith will be held June 18 at Briar Hall Golf and Country Club, Briarcliff Manor, Westchester, N.Y., it was announced by Alfred W. Schwalberg, president.

Prizes will be awarded for the best golf scores and performances on the links, but virtually all those attending will be assured of a door prize at the banquet which follows the daytime festivities.

# Censorship Far From Dead Issue Despite N.Y. Legislative Block

## Chi Bill Seeks End Of All Pre-Censorship

CHICAGO—An ordinance removing pre-censorship from motion pictures except for children under eighteen years old, has been introduced in Chicago's City Council. Under the ordinance, exhibitors would no longer have to submit films in advance to the police commissioner for police pre-censorship.

So long as no patrons under 18 years old are admitted, the exhibitor would not have to submit the film. Motion pictures would still be liable to the strictly-enforced Illinois law on obscenity, however.

## Lee Heads GPL

PLEASANTVILLE, N.Y. — Richard W. Lee has been elected president of General Precision Laboratory, Inc., it was announced by James W. Murray, chairman and chief executive officer of GPL's parent company, General Precision Equipment Corporation. Lee, who succeeds Murray as GPL president, was also named to the subsidiary's board of directors.

In other GPL management changes announced at the same time, William P. Hilliard becomes vice-president and general manager, and William J. Tull becomes vice-president, avionics engineering and sales.

In connection with their new duties, Tull and Hilliard were also elected to the GPL board.

## Tegtmeier Exits Shearer Post

SAN FRANCISCO—Homer I. Tegtmeier, vice-president and manager, B. F. Shearer Company, announced last week that effective June 30 he will retire from active management of the San Francisco office but will remain as a director and continue his interest in the operation of the theatre equipment company. He plans an extended vacation with his son, after which he will return to Film Row, with offices at 291 Golden Gate Avenue, to supervise the operation of his theatres.



Contracts for the world premiere of MGM's "Ben Hur" at Loew's State, New York City, were signed recently in the office of Eugene Picker, president, Loew's Theatres. Seen with him are Jack Byrne, MGM's vice president and general sales manager; and, standing, Robert Mochrie, special "Ben Hur" representative, and Burtus Bishop, assistant general sales manager.

ALBANY, N. Y.—Criticism of Eric Johnston and the motion picture industry for its fight against extension of censorship bills sponsored by the Joint Legislative Committee on Offensive and Obscene Material was coupled with a blast at United Artists for its promotion campaign on behalf of an unnamed picture ("The Naked Maja") by The Evangelist, official weekly of the Albany Roman Catholic Diocese.

An editorial indicated that the last had not been heard of the censor measures introduced but not pressed to a vote this year.

Long an outspoken advocate of film censorship, but relatively quiet on developments along this line at the 1959 session, The Evangelist quoted the Motion Picture Association of America president as congratulating the industry for "its striking demonstration of unity to advance the common interests." The Catholic paper's editorial commented that "Johnston owes his exalted position to failure on the part of the New York Legislature to act before adjournment on any of the censor bills proposed by its special committee investigating violations of standards of decency in movies and the display copy advertising them.

"If censorship is an unpleasant adjunct to society," continued The Evangelist, "the movie magnates can hold themselves responsible."

Meanwhile, Dr. Hugh M. Flick, former director, Motion Picture Division, State Education Department, and present executive assistant to State Education Commissioner James E. Allen, Jr., told a luncheon meeting of the Monarch Club in Albany, that the advertising by theatres for "adults only" is "a gimmick, pure and simple, to build patronage."

While skeptical of the "adults only" tag, Flick is an advocate of the establishment of a classifications system of motion picture censorship in the state. It would be "difficult to enforce" classifications for "adults" and "children" but it could be done if the State would come out as an advisory classifier and then involve the parents or the community in enforcing it," Flick asserted.

Flick also traced the history of the "Lady Chatterley's Lover" case and threw down a challenge to Hollywood producers anent horror pictures, and their effect on teen-agers and children.

He asserted that "the pictures people want to see are the good ones, not the horror and sex type."

## Md. Censor Bill Signed

ANNAPOLIS, MD.—Governor Tawes last week signed into law a bill calling for a \$100 fine and 30 days imprisonment for violators showing an obscene film to children under 18 years of age. This measure was an alternative to a censorship bill that would have authorized the State Board of Motion Picture Censors to ban films questionable for children's viewing.

## FWC Promotes Latsis

LOS ANGELES—Appointment of Pete Latsis as assistant to Fay S. Reeder, advertising-publicity head of Fox West Coast Theatres, was announced last week by William H. Thedford, Pacific Coast division manager.



## Exhibs In Washington, D.C., Start First Theatre Operation School

WASHINGTON—The Theatre Operation School of Metropolitan, D.C., the first school of its kind in the United States, has been organized under the auspices of the Motion Picture Theatre Owners of Metropolitan D.C., it was announced by Gerald G. Wagner, director of the school. He is general manager of the Playhouse and DuPont theatres. Julian Brylawski, president, Motion Picture Theatre Owners of Metropolitan, D.C., is honorary director.

Other members of the executive committee are assistant director—Marvin Goldman, partner, K. B. Theatres; treasurer—Lloyd Wine-land, Jr., vice-president, Wineland Theatres; dean and chairman of the advisory committee—Morton Gerber, president, District Theatres Corporation. Ralph Deckelbaum will act as legal counsel, and Elizabeth Niezgoda, manager, DuPont, as registrar-secretary.

The aim of the school is to give training and refresher courses to theatre managers of the local association, for the continuing improvement of their theatres.

The school, which is hoped to be the pilot model for similar schools in the country, will be located at one of the universities in the district.

Departments of instruction include management, advertising and exploitation, drive-in theatres, production and distribution, projection and sound, and road shows.

The advisory committee of the school will be composed of recognized leaders in the various departments of instruction. The owners and other representatives of the local theatres will also serve on the advisory committee as chairmen of divisions of instruction.

Classes are to be held twice weekly for two hour sessions. Enrollment and registration will begin as soon as all appointments and arrangements have been completed.

### Schneer In Col. Deal

NEW YORK—Columbia Pictures has negotiated a new financing and distribution deal with Charles Schneer involving nine pictures to be delivered over the next three years to Columbia by Schneer's Morningside Pictures Corporation and Morningside Productions International, Inc.

"Battle of the Coral Sea," co-starring Cliff Robertson and Gia Scala, which recently completed filming, will be the first picture delivered to Columbia by Schneer under his new deal. "Gulliver's Travels," the second feature in the Dynamation process and color, goes before the cameras the end of June in Europe with Jack Sher directing. The Werner Von Braun story, now called "I Aim at the Stars," is slated for a September start, to be followed by Jules Verne's "Mysterious Island," the third feature scheduled in color and Dynamation. Pre-production work has already begun on "Mysterious Island," under the supervision of Ray Harryhausen.

"Air Force Academy," a story dealing with the development of the newest service school, will follow as part of Morningside's schedule in 1960.

### Harrisburg Theatre Robbed

HARRISBURG, PA.—The cashier of the State was held up last fortnight by a lone bandit who escaped with approximately \$275 after shoving a note through the ticket booth window demanding all money in the till.



Sumner Redstone, recently selected by the Junior Chamber of Commerce as one of the 10 outstanding young men of Greater Boston, has been appointed Massachusetts State Theatre chairman for the 1959 Jimmy Fund Drive.

## Col. Crovo Honored By Florida Showmen

JACKSONVILLE—Recognition richly deserved came to Col. John L. Crovo, dean of Florida showmen with 57 years of active experience as an exhibitor behind him, when the Motion Picture Exhibitors of Florida presented him with a life membership in the organization, the first such honor ever given to an MPEOF member. Presentation of the handsome certificate was made on behalf of MPEOF by LaMar Sarra, vice-president of Florida State Theatres and MPEOF legislative chairman.

Col. Crovo, now retired but still active as president of the local Motion Picture Council, resides with Mrs. Crovo in a lovely home guarded by a huge patriarchal oak tree just a stone's throw from the San Marco Theatre.

A native of Louisville, Ky., he began his theatrical career in that city in 1902 as treasurer and press agent for Macauley's Theatre, which presented weekly stock companies in leading hits of the day. It was there that he formed lifelong friendships with Cecil B. DeMille and David Ward Griffith.

He first came to Florida in 1912 as manager of the old Duval, after years of successful showmanship in Texas, Georgia and the Carolinas. He was selected by his company, now Florida State Theatres, to manage the downtown Imperial when "talking" pictures were first introduced there. In addition to his managerial duties, he served for many years as FST's booker for vaudeville and stage talent, and later managed the Arcade and San Marco.

### ACE Receives \$54,000

NEW YORK—The American Congress of Exhibitors received \$54,000 recently, exhibition profit from a series of short subjects about the industry which had been held in escrow for the past 12 years. The money was turned over to Max A. Cohen, ACE treasurer, with the consent of the trustees for the fund.

## Fox, Magna Execs Plan "Pacific" Release

By MEL KONECOFF

NEW YORK—Alex Harrison, general sales manager of 20th-Fox; C. Glenn Norris, assistant general sales manager; and Joseph Sugar, vice-president in charge of sales at Magna Theatres Corporation, distributors of "South Pacific" in Todd A-O, announced at a press conference that the special release of the film in a more regular form would commence around the end of June on a territory by territory policy.

Norris and Sugar claimed, after a trip across the country and discussions with exhibitors, that they were convinced that theatre owners thought so highly of the film that it would be treated as something special, which may well mean increased admissions and a limited number of showings daily due to the length of the film, to be released in the same version as was seen in Todd A-O. It runs 10 minutes less than three hours, and there will be no intermission.

The special release of "South Pacific" in 35mm will not conflict with showings in Todd A-O, which have been on a reserved seat basis and usually for long periods of time. The Fox officials agreed that Magna had priority with their version. There was no indication as to the exact period of time that must elapse before the regular version can play a city that has had the Todd A-O engagement.

The sales force will attempt to handle each situation individually. Terms depend on the theatre, and exhibitors contacted feel that a climate can be engendered which would permit the increase of admissions. The hope is for long runs.

The picture, which will be seen in a 2.55 to 1 ratio, will have no national policy, with each city to have a specifically tailored method of presentation. It will not be offered on an exclusive basis in cities where it has already played in Todd A-O. These will have a top of 60 to 65 situations that have the proper equipment to do so. For instance, Chicago will see the film go into eight selected theatres termed key neighborhood houses, where the average date is expected to last about four weeks. Following this, there will be another wave of theatres in other areas of the city.

The release in Todd A-O will be continued as long as theatres can be found with the proper equipment and Fox will defer to these. With regard to regular engagements, the company is urging showings be limited to one evening performance and perhaps two matinees because of the length of the film. There will be a maximum of 250 prints to start the wave of the so-called regular engagements.

It was estimated six millions have already been returned in film rentals in the U.S. and Canada, with another three millions due in from abroad from the Todd A-O version.

### Bachmann Joins MGM

NEW YORK—Lawrence P. Bachmann will join MGM as liaison representative for European production.

Bachmann, operating under the supervision of Sol C. Siegel, vice-president in charge of production, will begin his new duties on June 1 and will make his headquarters at the MGM Studios in London.

For the past three years, Bachmann has been head of European production for Paramount. Previous to this affiliation, he was an outstanding screen writer.



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## The NEW YORK Scene

### By Mel Konecuff

DAVID A. LIPTON, vice-president in charge of advertising and publicity of Universal-International, last week told the press that he was more convinced than ever that it was most important today to pre-sell a picture in national magazines as well as in other media. Also, that there was no such thing as a lost audience but rather that audiences have been abandoned by some companies via a lack of pre-selling.

He and his company are continuing research in connection with the selling of pictures to women, and it has been found that TV programs have been driving women away with a diet of westerns, action and crime dramas, etc. They can get no emotional satisfaction from today's TV and as a result they want to get out of the house and into theatres. He used "Imitation of Life" as an illustration.

The surveys have shown that more women were reading more magazines and books these days. When "Imitation" came along, it was what they wanted, and they were on hand in droves when the film opened in each situation. Also they knew about the film beforehand, which means that the pre-selling aimed at them paid off. Word-of-mouth didn't count too much because there were no other openings, and they were on hand from the very start. Seventy per cent of the early audiences were women, and most were over 25 years of age.

Lipton reported that of the 10 most-seen pictures in recent times, eight had a higher female attendance than male.

For the first time in 10 years, the number of frequent moviegoers, which now make up 16.5 per cent of the total population and constitutes 63.9 per cent of the average weekly audience, has increased to 21 millions as of April 25. These attend theatres more than once per month, as against a figure of 15,500,000 as of January 3.

Marginal moviegoers, about 12 per cent of the total population, make up 15.9 per cent of the average weekly attendance. These go to a theatre once per month and are also on the increase, numbering over 15 millions.

Infrequent moviegoers, which make-up 36.4 per cent of the population, constitute 20.2 per cent of the average weekly audience, attend less than once per month, and have decreased in numbers to about 45 millions from a previous 50 millions. Likewise, the number of moviegoers who haven't attended in a year, constituting 34.8 per cent of the total population, have decreased.

Lipton estimated that in order to get high grosses, the marginal and infrequent moviegoers must be attracted in greater numbers to theatres. To get them, you cannot rely on movie-page ads or publicity exclusively. The ranks of viewers of old movies on TV have been thinned considerably due to the playoff of many top pictures. At one time, pictures represented 40 per cent of total TV viewing. A week ago, this figure was down to nine per cent, the lowest since 1953.

The forthcoming campaign on the company's "This Earth Is Mine" will receive the same treatment as "Imitation," with particular emphasis on appeal to the femme trade. No media can do the total job, but a combination of many can, Lipton said.

The boxoffice returns on "Imitation" have demonstrated that pictures can overcome the obstacles set in their paths by critics and reviewers. Either they aren't as important as was thought in the past or the people want to see the pictures regardless. Naturally, it depends on the kind of picture, the make-up of the audience, and the pre-selling. Many features, he thought, are coming out much too fast and much too cold.

Lipton was sure that as a result of the business "Imitation" is doing, more national advertising is being planned by other companies in the business.

He opined that trade paper ads have played an important part in getting theatremen to sell the pictures, firing them with enthusiasm in addition to possibly alerting local newsmen and critics who subscribe to the trades. The enthusiasm also communicates itself to the employees in the field, and it would seem that much more should be spent in advertising in the trades.

Concluded Lipton, "You have to try and maybe fail rather than not try at all. The audience is there and you must do all you can in order to bring them in."

Statistics were supplied by Sindlinger and Company.

**MEETING DEPARTMENT:** Eric Johnston, president, Motion Picture Association of America, was guest speaker at the annual meeting of the National Film Carriers at the Hotel Astor last week, and he opined that the worst of the difficulties facing the industry are behind us.

He generalized that the motion picture was the most important and most graphic medium of communication in the world today, and he reported that between 40 and 60 millions attend theatres each week in America, while between 250 to 300 millions attend movies throughout the world. Audiences around the world are continuing to grow year by year.

**HONEST RELEASE:** Denis and Terry Sanders, relative newcomers in the field of feature-making with experience in writing, were in town last week to talk about their forthcoming "Crime And Punishment, U.S.A.," which Allied Artists is releasing. The film, which cost under \$200,000 to make, was scheduled for release in art houses from the very start in the hope that after it builds there, it will then be released generally. If all goes as they hope, they plan to use this pattern of release again with future product.

The brothers hope to make one film annually on unusual subjects. They write, direct, and produce, and via this, they hope to keep costs down. They hope to attract competent people before and behind the cameras via their subject matter as was the case in "Crime And Punishment." The pair have a five picture deal with MGM to be made at the rate of one per year, but it's non-exclusive.

Incidentally, there will be heavy concentration on dates in college towns prior to the conclusion of the present semester in June.

## Teens' Movie Habits Revealed By Survey

NEW YORK — During the average week, better than half (54.9 per cent) of all teen girls go to the movies, and they prefer musicals, romances and comedies, according to a new survey conducted by Seventeen Magazine to determine the movie-going habits of teen-age girls.

The survey is based on the reports of 985 members of Seventeen's Consumer Panel who were polled on the type of motion picture theatres teens attend; the frequency of attendance; the people with whom they attend movies; and the teen-ager's influence on the movie-going habits of friends, dates and family.

According to the report, movie selections of teen girls are most influenced by the type of picture, the stars, and word-of-mouth advertising. In turn, teens frequently recommend movies to dates, friends, and parents, with dates and friends most often following their recommendations.

The survey indicated that 34.6 per cent of teen girls regularly go to the movies with girl friends; 43.3 per cent regularly go with boy friends; 40.6 per cent occasionally go with their parents, but 67 per cent rarely go to the movies alone.

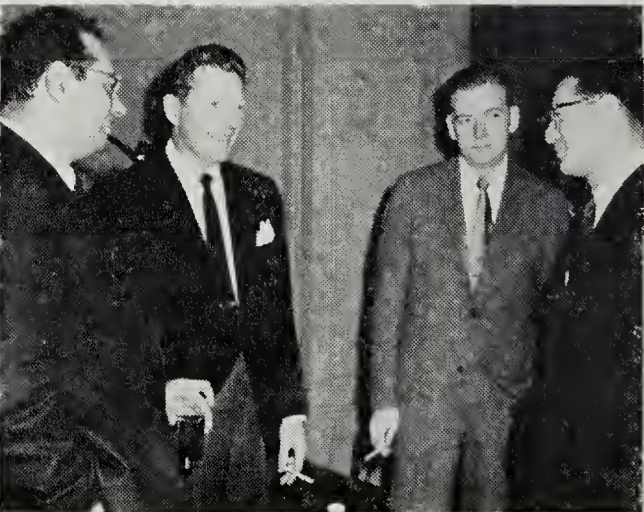
In answer to the question, "Which six pictures did you enjoy most in the last six months?" the top six selections named were "Auntie Mame," "Cat on a Hot Tin Roof," "Mardi Gras," "The Inn of the Sixth Happiness," "South Pacific," and "Gigi." Many other films were named in the voting.

According to the poll, the top five actors are Rock Hudson, Tony Curtis, Paul Newman, Pat Boone and Yul Brynner; and the five favorite actresses are Debbie Reynolds, Elizabeth Taylor, Kim Novak, Ingrid Bergman, and Doris Day. The poll also queried teen girls on their selections for stars of the future.

95.9 per cent of the girls polled revealed that they watch movies on television, but 83.3 per cent of them prefer going to a movie theatre to watching a televised movie at home.

## "Defiant" Cops Spain Prize

NEW YORK—United Artists' "The Defiant Ones," produced and directed by Stanley Kramer, was awarded first prize at the International Religious Cinema Week of the City of Valladolid, Spain.



A trade press party in honor of Danny Kaye was held in New York City recently in conjunction with the screening of his new Paramount film "The Five Pennies." Seen above, left to right, are Mel Konecuff, MOTION PICTURE EXHIBITOR; Kaye; Gene Arnell, Variety; and Martin S. Davis, Paramount's assistant director of advertising-publicity.



## Brandeis Univ. Plans Amusement Arts Study

NEW YORK — The first step towards linking more closely the complex of the entertainment and communications industries, comprising motion pictures, theatre, radio, and television, with American university life was signalled last week at the inaugural dinner of the Amusement Arts Division to Support Brandeis University. Some 400 motion picture industry leaders, their wives, and guests were present at the event held at the Waldorf-Astoria Hotel.

Brandeis University, one of the country's newest institutions of higher learning, located outside of Boston at Waltham, Mass., recently announced a 10-year developmental program in the amusement arts, paralleling the theoretical, practical, technical, and personnel development plans that exist in American colleges for other industries.

Dr. Abram L. Sachar, president of the University, detailed the program which will incorporate Brandeis' general education concepts with intensive training in production techniques.

The Amusement Arts Division to Support Brandeis University, organized under the chairmanship of George P. Skouras, president, United Artists Theatres and Magna Theatre Corporation, will hold annual gatherings to develop and stimulate the university's plan.

Principal speaker of the evening was Dore Schary, one of Broadway's leading writer-producer-directors and Hollywood producer.

George Skouras responded with the enthusiasm of the entertainment industries for the Brandeis program and voiced the hope that it would spread to other campuses.

Oscar Hammerstein II served as toastmaster for the occasion.

Dais guests included Eugene Picker, president of Loew's Theatres; Samuel Rosen, executive vice-president, Stanley Warner Corporation; Robert S. Benjamin, chairman of the board, United Artists Corporation; Simon H. Fabian, president, Stanley Warner Corporation; Sol Schwartz, president, RKO Theatres; Herman Robbins, head of National Screen Service; William J. German, president of W. J. German, Inc.; Max Youngstein, vice-president of United Artists; James M. Landis, prominent attorney and former Dean of Harvard Law School; and others.

Among the leaders of the motion picture industry present were:

Emanuel Frisch, Samuel Rinzler, and Harold Rinzler, of Rinzler and Frisch; Alan M. Stroock, of Stroock, Stroock and Levant; Jacob Starr, of Artkraft-Strauss, Inc.; Benjamin Sherman, of ABC Vending Corp.; Edward Seider, Henry Seider, and Seymour Seider, of Associated Prudential Theatres; Arthur Schwartz and Charles Schwartz, of Schwartz and Froelich; Charles Schlaifer, of Advertising Agency, Inc.; Melville R. Rapp, of Apco, Inc.; Seymour Poe, of Producers Representatives, Inc.; Charles Okun, of Coca-Cola Co.; Spyros Skouras, Jr., of Skouras Theatres; Malcolm Kingsberg; Henry Garfinkle, of American News Co.; Louis deRochemont, of Cinemiracles Productions, Inc.; and William Brandt, of Brandt Theatres.

Major motion picture companies were represented by chief and key executives, including Joseph R. Vogel of MGM, George Weltner of Paramount, Abe Montague of Columbia, Murray D. Silverstone and Charles Einfeld of 20th Century-Fox, and Benjamin Kalmenson of Warner Bros.



## LONDON Observations

by Jock MacGregor

LAUREN BACALL . . . Spring . . . A drive in the country. An invitation combining these prospects I found hard to resist one recent sunny afternoon when my desk was littered with exploitation campaigns ranging from highly imaginative to highly imagined. Within minutes of that phone call, I was in my car heading west.

I arrived on the set of "North West Frontier" as everything stopped for tea to receive an affectionate hug from that most friendly of all producers to come from Hungary, Marcel Hellman, and alas, only a handshake from Miss Bacall. This is her first British film, and she stars with Kenneth More.

The studio sequences are virtually the break between two foreign locations. This CinemaScope adventure drama which Lee Thompson is directing has become unwittingly a bit of a problem picture. The setting is India at the turn of the century. A railway train plays an important part in the story, and the script calls for it to go through a mountain pass. Simple enough, but the mountains are now in Pakistan, and the authorities declined permission to shoot there unless all the exteriors were filmed in Pakistan.

It was decided that the other locations detailed in the story were of greater importance to the production, and the unit has just returned from filming them in India. Now they are going abroad again to shoot the train in the mountain pass sequences in (whisper the word) Spain. When Miss Bacall sees the finished picture, she'll have to think hard as to where she was as she flits, thanks to the magic of the movies, between India, England, and Spain with split second precision.

MANY HISTORIC EVENTS have been re-enacted in studios, but Pinewood is probably unique in that it was the scene of a historic event. The stately manor and gardens have been kept intact as a reminder of other days, and a brass plaque in the club bar proudly proclaims that the "Irish Free State Treaty was ratified in this room on November 2, 1921." . . . Ken Hargraves, having left the Rank Organization following the closure of RFDA, has been appointed managing director of Columbia here by A. Schneider. Mike Frankovich, already a vice-president of Columbia International, becomes chairman of the British company, and as Hollywood liaison will represent the studio in all European production activity and coordinate the work of independent producers. . . . FIDO (Film Industry Defense Organization) reports that contributions should be reduced from a farthing a seat to an eighth of a penny, that 15 films weekly are being kept off TV as a result of its activities, and that now only one British exhibitor is not cooperating. A highly successful and impressive report which shows what the industry can achieve when all sections work together. . . . A conscience sometimes stops me joining receptions after previews—I have never been a lover of funerals or wakes—but I was happy to have a drink with George Minter after seeing "Beyond this Place," and congratulate him on a fine piece of entertainment. Based on A. J. Cronin's best seller, Van Johnson and Vera Miles are starred. It is a tense, exciting drama with a nice touch of mystery, and I am not surprised that Allied Artists grabbed the American distribution rights. . . . Scotland has been overjoyed at the success of Douglas Adams of the Regal Kirkcaldy, Fife in MPE's 1958 "Showmen of the Year" contest. Many papers featured the story. The Edinburgh Evening Dispatch introduced its splash coverage with "A Fife cinema manager has beaten the Americans at their own game—publicity!"

### Velde Heads MPAA Unit

NEW YORK — James R. Velde, United Artists general sales manager, has been named chairman of the general sales managers committee of the Motion Picture Association of America.

Velde replaces Alex Harrison, 20th-Fox general sales manager.

### Jacksonville Exchangers Approve New Contract

JACKSONVILLE—Douglas D. Tidwell, business agent for the IATSE film exchange employees of the Jacksonville trade area, announced the signing of a new contract between the union and all major film distributors which maintain branch offices and film depots here.

He stated that the union membership, at a special meeting in the Studio Theatre with Bob Baugh, head of the 20th-Fox shipping room, presiding, enthusiastically approved the new contract's provisions, which provided a weekly pay boost for all members, plus increases in vacation allowances and severance payments, as well as other fringe benefits.

### Litchfield Leaves Fox

NEW YORK—Basil C. Litchfield, long identified with 20th Century-Fox subsidiaries in Great Britain, resigned his position with the company, recently. He had served as director and secretary of 20th Century-Fox Film Company, Ltd.; managing director of 20th Century-Fox Productions, Ltd.; second director of British Movietonews, Ltd., and of Gaumont-British Picture Corporation.

The announcement is one of a series in the recent 20th-Fox economy realignment which has resulted in executive changes in other overseas areas.

Litchfield, who joined the company in 1943, also has served as alternate director of Metropolis and Bradford Trust Company for Fox.

### Johnston At WOMPI Dinner

DALLAS — This city will be in the national spotlight as the fifth largest exchange center of the motion picture industry on May 13 when Eric Johnston, a film leader and national and international figure, will be the principal speaker at a "Salute Big D" dinner sponsored by the women of the motion picture industry (WOMPI) of Dallas.



## ALBANY

Sol Genaro, who sold Albany and other territories for NTA Films, made his first local visit on behalf of Al Schwalberg's Citation Films. . . . Ray Smith, former Warner Bros. branch manager, acquired two drive-in buying and booking accounts; Albano's, Ravena, and Indian Ladder, operated by Donald Hallenbeck, Helderbergs. . . . Jules Perlmutter resumed operations at Starlit Drive-In, Watertown, and Ft. George Drive-In, Lake George Village. . . . John W. Gardner, sr., re-opened Glen Drive-In, Glens Falls. . . . Mrs. Carrie Rodgers retired after 36 years' service in Warner branch. She was succeeded by Mrs. Helen Gamble. Manager's secretary for several decades, Mrs. Rodgers was the guest of honor at a dinner given by the staff.

## ATLANTA

Change of venue from the New York Federal Court to Federal District Court of Atlanta, Ga., is being sought by film companies which are defendants in \$3,000,000 anti-trust action filed by the Independent Theatres of Chattanooga, Tenn., operators of eight theaters there. . . . Newest Atlanta WOMPI Chapter members include Juanita Belleville, Ernestine Carter, Virginia Clifton, Mary Dale, Ruby Garner, Joan Hunt, Thelma Johnson, Dorothy Lee, Elizabeth Miller, Shirley Smith and Martha Youngblood. . . . E. D. Martin, Martin Theatres, won the Fiesta of Five Flags feature sport car race at Pensacola, Fla., recently. . . . Peachtree Productions Associates, Inc., Atlanta, has taken over the Strickland Films Inc., formed in Atlanta by the late Bob Strickland 32 years ago. Skip Thomas, is president and Phillips W. Taylor vice president. . . . James H. Herndon, manager, Grand, Macon, has been promoted to city manager by the Georgia Theatres Company, succeeding the late Herman Hatton. . . . James R. Lary has been named manager of the Grand and Rialto, Macon, and Charlie McPherson has been promoted from relief manager to manager of The Capital, Macon.

## BOSTON

Richard Cardinal Cushing attended the New England premiere of "Cinerama South Seas Adventure," at the Boston, the night the theatre was taken over for a benefit for the Cardinal Cushing Charity Fund. This is the second time that His Eminence has sup-

ported a Cinerama production. In 1957, as Archbishop, he sponsored the local premiere of "Search For Paradise." . . . The thief who broke into the Coolidge, Watertown, was unable to open the safe which contained several hundred dollars and had to be content with a few dollars from the petty cash box. . . . Continental Film Distributors, with Stanton Davis as division manager, is now set up at 260 Tremont Street. Davis' territory includes all of New England, New Haven, Albany, Buffalo, Rochester and upstate New York. . . . Catherine Ahearn, who was Davis' secretary when he was with Rank Film Distributors, has been transferred to Smith Management Company, where she is secretary to Sam Seletsky, head buyer and booker for the Smith theatres.

## CHICAGO

Thomas J. Sullivan, executive vice president, secretary and counsel for the National Association of Concessionaires, was one of a group of business executives honored at a leadership recognition dinner given by the U.S. Chamber of Commerce, in Washington, D.C., recently. . . . Robert Strauss took over the Capitol, Benton, Ill., in a purchase from Fox Midwest Theatres. . . . Ray Corres was named manager, Crystal. . . . B. and K. is planning to try out morning shows at six of its leading outlying theaters. . . . Dick Zanuck will show "Compulsion" to the Illinois Legislature, in Springfield, Ill. . . . John Roberts has been named manager of the Frolic. . . . The Zion, Zion, Ill., was destroyed in a million dollar fire in a wide area. . . . Da-Lite Screen Company is celebrating its 50th Anniversary. President is J. Cooley. Joseph Cerny was named sales manager of the retail division, recently. . . . Variety Club held a most successful Mother's Day event, May 9. . . . Abby Greshler, the Los Angeles attorney who is forming a partnership with Sammy Davis, Jr., came here for conferences. They will produce "The Curtain Never Falls".

## CINCINNATI

Virginia Howell is new secretary to Bruno Moryl, controller, Chakeres Circuit, Springfield, O. . . . A testimonial dinner was given in Pittsburgh for John Zommer, UA branch manager, and James Mendel, newly appointed UA central division district manager. . . . According to a local survey, the motion picture attendance has increased considerably

during this year to date. A number of house managers agreed that the consistent screening of top quality films was the main reason for the upswing. Also in four of the first-run downtown houses which sponsor Golden Age Movie Clubs, business among the older patrons has improved substantially, because of the better films and the price concessions. . . . Charles Schroeder, sales manager for UA local exchange, reports that it is in third place for the first quarter in the company's 40th anniversary drive which ends July 4. . . . Glenn Glancy is booking the Corlee and Auburn drive-ins, Cumberland, Ky., through the TOC Booking Agency. . . . Sheldon Tromberg, formerly Rank branch manager, is now district sales representative for Continental Distributing, Inc. . . . G. C. Porter, Lyric, Beckley, W. Va., is recuperating nicely after surgery. . . . Sam Black, operator of the Palace, Dayton, O. and the Skyborn drive-in, Fairborn, O., has acquired the Piqua Drive-In, Piqua, O. . . . Morton Junk is dismantling the Town Hall, Batavia, O. . . . Disney's "Shaggy Dog" broke house records at Saint Mary, O., and at the Capitol, Frankfort, Ky.

**COLUMBUS, O. NEWS**—The Drexel, suburban house operated by the Art Theatre Guild, has shuttered. The Art Theatre Guild continues to operate the Bexley and World. . . . Roy Rogers and his troupe will be headlined at the Ohio State Fair here Aug. 28-31. . . . Emery Austin, Loew's Inc. exploitation director; Frank Murphy, Loew's division manager and John John, regional Metro-Goldwyn-Mayer exploitation representative, attended the screening of MGM's "The World, The Flesh and The Devil" . . . Mrs. Anna Theresa Wolfe, mother of five, from Artanna, Ohio, has a bit part in Warner Brothers' "Rio Bravo." She was chosen "Mrs. Mt. Vernon" in 1955. . . . Movie attendance this Spring should be higher than for several past years, said Norman Nadel, Columbus Citizen theatre editor, in a column, "The Move Is To Movies."

## CLEVELAND

The new Universal exchange in 420 Film Building, was opened by district manager Peter Rosian, branch manager Norman Weitman, and bookers Frank Musto and Dick Dowdell. . . . Jack Lewis, former RKO salesman and former manager of Keith's 105th Theatre, has returned to distribution as Universal salesman. He succeeds Maurice Silverberg who resigned in March. . . . John Matthey opened his 400-seat Amherst, Amherst, O., recently, the first indoor theatre to be built in that area in five years. . . . G. J. Mallafronte, in charge of branch operations for Universal, was here for the opening of the new exchange in the Film Building. . . . James Card, Curator of Motion Pictures, George Eastman House, Rochester, N.Y., was guest speaker at the April meeting of the Motion Picture Council of Greater Cleveland. . . . The Romwebbers will close the Allen, Akron, O.

## DETROIT

In the April Bulletin to Members of Allied Theatres of Michigan, Inc., president Milton H. Londond expressed his appreciation to Ivan Clavet, branch manager, National Screen, on his successful efforts to consolidate advertising and trailer shipments with features, thereby cutting trucking costs. Londond also confirmed William M. Wetsman as convention chairman of the 40th annual Michigan Allied conclave, to be held Sept. 23-24. . . . Art Levy is now with the Budman Sash and Heater Company. He was

(Continued on page 18)



In honor of recently completing 20 years as president of the Motion Picture Theatre Owners of Connecticut, George Wilkinson, Jr., of Wallingford, third from right, seated, was presented with a watch at a luncheon at Hof-Brau House. Seen, seated, left to right, are James Darby, Paramount Theatre; Harry Feinstein, zone manager, Stanley Warner Theatres; Albert M. Pickus, Stratford; Wilkinson; Harry F. Shaw, division manager, Loew Poli New England Theatres; and B. E. Hoffman, Connecticut Theatres. Standing, left to right, are Ray McNamara, Allyn, Hartford; Robert Sternburg, division manager, New England Theatres; James Bracken, SW Theatres; Sam Weber, Rosen Film Delivery; John Perakos, New Britain; Max Hoffman, Connecticut Theatres; Lou Brown, Loew Poli New England Theatres; Herman Levy, executive secretary, Motion Picture Theatre Owners of Connecticut; and James Totman, SW Theatres.



## Film Promotion Needs Fresh Thinking—Lewis

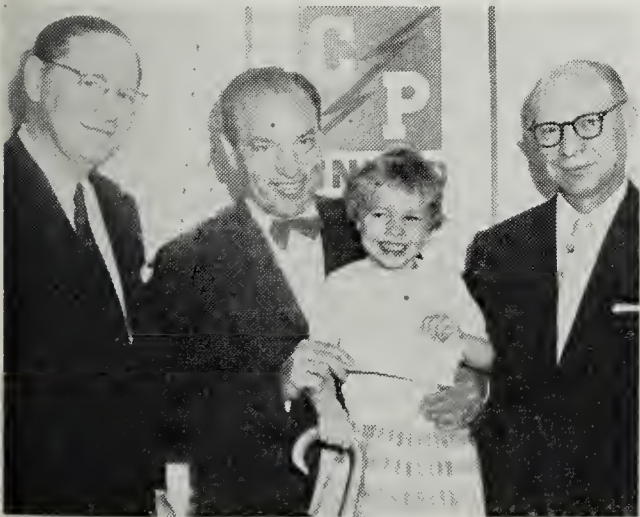
PROVIDENCE, R.I.—Roger H. Lewis, United Artists national director of advertising, publicity and exploitation, described motion picture promotion as a complex and unique form of merchandising that requires a fresh approach and fresh thinking for each individual picture. Discussing the role of the advertising and publicity director on the Betty Adams television program, WJAR-TV, Lewis declared that this peculiarity is necessarily so because each film must be given a new, distinctive identity in the minds of the movie-going public.

Lewis stressed that hard-hitting and unusual campaigns also served to make the film's producer and stars aware of the importance of promoting the film on all levels. "By establishing this awareness in their minds," he said, "we are better able to get the kind of material and cooperation necessary to penetrate the broadest possible audience. In today's market, it is most important to have production people working and thinking in terms of merchandising your picture before as well as after it is completed."

"Simple though it may sound," Lewis said, "the basic problem in film merchandising remains virtually unchanged: how to tell your audience you have a picture they'd enjoy seeing. We are constantly on the alert for new methods and techniques to generate the proper level of audience interest in a film before and at the time of its release."

Lewis said that there was no pat formula in solving this problem. "Public responsiveness changes, and no two features demand precisely the same kind of handling. As a result," he explained, "merchandising that hits and holds its audience is in some respects an ad-libbed operation, played by instinct and ear. Carrying the message to the movie market is more than anything a matter of alertness and flexibility. As long as audience tastes and habits shift, film promotion will continue to be a dynamic art rather than a science."

The UA executive also underscored the enormous amount of planning and coordination on all levels that is necessary to achieve the proper merchandising campaign for each project. After the campaign has been formulated, he said, an intensive follow-through program is undertaken penetrating every area of the projected promotion. He also listed new promotional patterns.



Edward L. Hyman and Simon B. Siegel, vice-presidents of American Broadcasting-Paramount Theatres, recently inaugurated the 1959 fund-raising campaign of United Cerebral Palsy by presenting a check for over \$75,000 to Leonard H. Goldenson, a founder of UCP and chairman of its board of directors. Shown with them is four-year-old Paula Suter, Baltimore, campaign poster girl.

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20  
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THE BEST!"  
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A STORY BY SIMENON  
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DIRECTED BY CLAUDE AUTANT-LARA • RAOUL J. LEVY PRODUCTION

EXCHANGE	TIME	SCREENING
ATLANTA	10:00	COLUMBIA SCREENING ROOM
BOSTON	2:00	METRO SCREENING ROOM
CHARLOTTE	2:00	FOX SCREENING ROOM
*CHICAGO	1:30	FOX SCREENING ROOM
CINCINNATI	2:00	FOX SCREENING ROOM
CLEVELAND	1:30	FOX SCREENING ROOM
DALLAS	10:00	EMPIRE PICTURES SCREENING ROOM
JACKSONVILLE	11:00	FLORIDA STATES SCREENING ROOM
KANSAS CITY	1:30	FOX SCREENING ROOM
LOS ANGELES	2:30	FOX BOULEVARD THEATRE
MEMPHIS	2:30	FOX SCREENING ROOM
PHILADELPHIA	2:30	UNIVERSAL SCREENING ROOM
ST. LOUIS	2:30	FOX SCREENING ROOM
SAN FRANCISCO	1:30	FOX SCREENING ROOM
SEATTLE	1:30	JEWEL BOX SCREENING ROOM

\*In Chicago, Thursday, May 21

A KINGSLEY INTERNATIONAL RELEASE

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37 West 57th Street, New York 19, N. Y.

PLaza 1-4490



**DETROIT** (Continued from Page 16)

branch manager for Hal Roach, which closed its distribution unit here recently. . . . The Barkettes, womens' auxiliary of Tent Five, Variety Club, held a "Box Lunch Social" at the club recently. The women packed baskets which were auctioned off, proceeds going to the Heart Fund. . . . United Detroit's president, Woodrow R. Praught, announced that UDT has signed for 70mm equipment for its Madison. Installation will be completed by May 15, at which time a demonstration will be held. To be invited are AB-PT affiliate officials as well as those in local distribution. Bauer National Theatre Supply Universal is equipping the house. Apparatus to be provided is Simplex Pre-Select 4-6 channel magnetic, Single Channel Optical, two-projection sound installation. As yet no plans for booking 70mm attractions have been announced.

**HOUSTON**

The Galena, Galena Park, and Venus, Houston, which were recently purchased by Talent Attractions of Texas, Inc., will resume seven days operations. . . . For the first time in several years cab companies here were used to aid in the promotion of a film. Loew's State placed ads on the top of the cabs reading "The Best Journey you can take is in this cab to see 'The Journey' at Loew's State". . . . A tie-in was made by Loew's State with Foley's, local department store and Seventeen magazine concerning the showing of "Green Mansions." . . . Local papers banned promotion of "Anna Lucasta." . . . John Rowley, Rowley United Theatres, said the National Theatres' Cinemiracle installation in the Uptown will be the first in Texas. . . . Mayor Lewis Cutrer asked members of the newly organized Youth Council to give "thought and consideration" to a

proposal that a board be established with power to censor films. When first made to the commission last January, the mayor's censorship proposal ran into hot criticism.

**JACKSONVILLE**

Douglas Tidwell, projectionist and business agent for IATSE film handlers, has transferred to the booth in the San Marco after spending the last 12 years at the Air Base Drive-In. . . . After several changes of policy in the past two years, the Town and Country Theatre, managed by Mike Meiselman, has now settled down to the single-feature, first-run policy of quality films. . . . Jesse Marlow, former local exhibitor, is now managing Carl Floyd's Starlite Drive-In, Plant City. . . . The Indian River City Drive-In has been closed.

**MIAMI, FLA., NEWS**—Wometco Theatres gave the southern premiere of "Diary of Anne Frank" in the Cameo, Miami Beach, with the opening night a joint benefit for the Variety Club of Greater Miami and the American Association for the United Nations. . . . James Elmer Levine has been named vacation relief manager, Wometco first run theatres. . . . Lillian Caughton, owner, Claughton Circuit, was referred to as "A Charming Lady of Finance" and "Miami's Number One Career Girl," in a special feature in the *Miami Sunday News*. . . . Managerial shifts included Dean Barrett from Circle, Miami Springs, to Trail, Coral Gables. Roger Ellul was promoted from assistant to manager, Circle. . . . Robert Guibord is now manager, Normandy, Miami Beach.

**MEMPHIS**

Better Films Council selected "Rio Bravo" as the Movie-of-the-Month. It is recommended for family audiences. "Films for Fun" was the theme of the April Council meeting. . . . Closings include New, Sparkman, Ark.; Ritz, Parkin, Ark.; Strand, Obion, Tenn.; Majestic, Iuka, Miss.; Dixie, Monticello, Ark.; and Ritz, Selmer, Tenn. . . . Twilight Drive, Bruce, Miss., has been sold by Earl Reese to J. A. Thornton. . . . Missouri, Hayti, Mo. opened May 1. . . . Kentucky Lake Drive-In, Benton, Ky., has been leased by Exhibitors Services and is operating full time. . . . Strand, Pine Bluff, Ark., is closed until further notice. . . . J. T. Hill has taken over the operation of the Rogers, Rogers, Ark., and Mrs. John R. Keller has opened the Joiner, Joiner, Ark.

**NEW HAVEN**

Alfred Alperin, formerly treasurer of the Hartford Operating Company, Hartford circuit, has been named manager of the Smith Management Company's Meadows, Hartford, Connecticut's largest drive-in. Nat Hern, formerly with RKO Theatres and American

## Film Exchange and Dealer Listing for the WASHINGTON D. C. FILM TERRITORY

A CONTINUING SERVICE • that will be re-edited and re-published at 8-month intervals

### • Film Distributors

**ALLIED ARTISTS, 913 New Jersey Ave., N.W.—METropolitan 8-6450**

Br. Mgr.: Milton Lipsner. Office Mgr.: Al Wheeler. Sales: Harald Levy. Cashier: Walter Bongs. Emerg. Phone: DUrant 7-7200.

**AMERICAN INT'L, 713 Third St., N.W.—DISTRICT 7-2508**

Br. Mgr.: Jerry Sandy. Sales: Bill Michelson. Booker: Gertrude Epstein. Cashier: Ann Sknerski. Emerg. Phone: DUrant 7-7200.

**BUENA VISTA (Disney), 734 Third St., N.W.—REpublic 7-0353**

Br. Mgr.: Jae Breechen. Baaker: Ethel Michelson. Emerg. Phone: DUrant 7-7200.

**COLUMBIA, 711 Fourth St., N.W.—NATIONAL 8-4035**

Br. Mgr.: Ben Coplon. Office Mgr.: Fred Sapperstein. Sales: Jimmy Whiteside, Chick Wingfield, Jack Sussman. Baakers: Elmer Maere, Walter Danahue. Cashier: Florence Danahue. Field Exp.: Sid Zins. Emerg. Phone: DUrant 7-7200. (Div. Mgr. in residence: Sam Galanty)

**DCA, 1013 New Jersey Ave., N.W.—DISTRICT 7-9435**

Br. Mgr.: Hy Bettinger. Office Mgr.: Bill Gearing. Cashier: Alyce Katz. Emerg. Phone: HUDson 3-7798.

**METRO-GOLDWYN-MAYER, 1009 New Jersey Ave., N.W.—DISTRICT 7-6530**

Br. Mgr.: Herbert Bennin. Sls. Mgr.: Jae Kranman. Office Mgr.: Ed Krushner. Sales: Olmsted Knox, Elbert Grover. Baakers: Henry Ajella, Ida Berezassky. Cashier: Anna Ridgely. Field Exp.: Tam Baldrige. Emerg. Phone: DUrant 7-7200.

**PARAMOUNT, 306 H St., N.W.—NATIONAL 8-7661**

Br. Mgr.: Herbert Gillis. Office Mgr.: William Fischer. Sales: Herb Thompson, George Kelly, Jack Howe. Baakers: Billy Benick, William Fisher. Cashier: Ida Green. Field Exp.: Mike Weiss. Emerg. Phone: DUrant 7-7200.

**PEERLESS, 203 Eye St., N.W.—DISTRICT 7-7571**

Br. Mgr.: Teddy Shull. Emerg. Phone: DUrant 7-7200.

**20TH CENTURY-FOX, 415 3rd St., N.W.—DISTRICT 7-8420**

Br. Mgr.: Ira Sichelman. Office Mgr.: Joseph Kushner. Sales: Harry Valentine, Charles Krips, Jr., Fritz Galdschmidt. Baakers: Jack Kahler, Bab Grace, Marian Bowen. Cashier: Agnes Turner. Field Exp.: Hal Marshall. Emerg. Phone: DUrant 7-7200.

**UNITED ARTISTS, 924 New Jersey Ave., N.W.—NATIONAL 8-6316**

Br. Mgr.: Ed Bigley. Sls. Mgr.: Ed Fantoine. Office Mgr.: Luther Buchanan. Sales: Steve Luxemburg, E. W. McKinley. Baaker: Norvol Price. Cashier: Pauline Gittelson. Field Exp.: Max Miller. Emerg. Phone: DUrant 7-7200. (Dist. Mgr. in residence: Sidney Cooper)

**UNIVERSAL-INTERNATIONAL, 227 H St., N.W.—METropolitan 8-4141**

Br. Mgr.: Harald Saltz. Office Mgr. and Baaker: Oran Summers. Sales: Bob Miller, Nate Scher. Cashier: Margaret Speakes. Field Exp.: David Palland. Emerg. Phone: DUrant 7-7200.

**WARNER BROS., 901 New Jersey Ave., N.W.—NATIONAL 8-1130**

Br. Mgr.: Ben Bache. Office Mgr.: Ed Phillips. Sales: Oscar Kantar, Dan Bransfield. Baakers: Ethel Risdan, Sadie Bawles. Cashier: Charles Graff. Emerg. Phone: DUrant 7-7200.

**WHEELER, 1015 New Jersey Ave., N.W.—STERLING 3-8938**

Br. Mgr.: Samuel N. Wheeler. Sales: Jerry Murphy. Baaker: Daris Chawn. Emerg. Phone: DUrant 7-7200.

### • Supply Dealers

**BEN LUST THEATRE SUPPLY CO., 1001 New Jersey Ave., N.W.—NATIONAL 8-5376**

**NATIONAL THEATRE SUPPLY, 417 St. Paul Place, Baltimore—MULberry 5-8266**

### • Signs, Advertising and Printing

**AMERICAN PRESS, 633 N. Howard St., Baltimore—SARatoga 7-7270**

**MARYLAND DISPLAY, 400 W. Lombard St., Baltimore—SARatoga 7-9789**

**THEATRE ADVERTISING CO., 704 New Jersey Ave., N.W.—DISTRICT 7-8160**

### • Film Delivery Services

**BALTIMORE-WASH. EXPRESS, 5436 Hartford St., Baltimore—HAMilton 6-4410**

**CLARK TRANSFER, INC., 1638 Third St., N.E.—DUrant 7-7200; 1320 Bayard St., Baltimore—EDmondson 6-1020**

**ELLIOTT DELIVERY SERVICE, 2130 24th Place, N.E.—LAWrence 6-3385**

### • Service Companies

**ALTEC SERVICE CO., Albee Bldg., 15th and G St., N.W.—METropolitan 8-0874; 213 N. Calvert St., Baltimore—MULberry 5-5791**

**RCA SERVICE CO., Room 412, Albee Bldg., 15th and G St., N.W.—NATIONAL 8-9016; Court Square Bldg., Baltimore—PLaza 2-6627**

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**Los Angeles Territory**

Issue of May 20

**Jacksonville Territory**

Issue of May 27

Save Them!



Theatres Corporation, Boston, is serving as Alperin's assistant. . . . The Portland Drive-In, Portland, Conn., re-opened, reducing admission to \$1 per car every night. . . . Walrath J. Beach, formerly with Trans-lux Theatres, has started construction of the \$150,000 Storowton Music Theatre, on the Eastern States Exposition grounds, West Springfield, Mass. A June 15 premiere, "The King and I," is planned. . . . Walter Fyler, Lockwood & Gordon's Plaza, Windsor, Conn., has tied-up with a local restaurant to provide a free dinner for two to a Plaza patron duo nightly for six months. . . . Thomas Gannon, formerly with Stanley-Warner Theatres at New London, Conn., has joined American Theatres Corporation as assistant to Russell Newton, resident manager, Capitol Theatre, New London.

## NEW ORLEANS

The Pike Booking and Supply Co., headed by T. G. Solomon, McComb, Miss., recently acquired control and operation of the McElroy-Harrison circuit, Bossier City and Shreveport, La. Charles Williams, formerly with McElroy, Shreveport, La., has been retained as city manager of the indoor theatres. Charles Gowan was named city manager of the drive-in units, and M. E. Brown will hold the reins of the Joy in Vicksburg, Miss. . . . Fred T. McLendon, Union Springs, Ala., reopened the Joy Drive-In, Milton, Fla. . . . The Earl McLeods re-opened the rebuilt Palace in Mt. Olive, Miss., damaged by fire in Feb., 1958. . . . R. E. Hook, Alabama and Mississippi exhibitor, announced the re-opening of the Starlight Drive-In, Canton, Miss. . . . Mr. and Mrs. Bruce Hirstius have announced the birth of a daughter, Apr. 16.

## PHILADELPHIA

Leo B. Beresin, Chief Barker, Variety Club, Tent 13, urged members and friends to get on the bandwagon for the Tent's second annual "Old Newsboy's Day" scheduled for June 17. . . . Dave Kane, Allied Artists publicist, was in in connection with "Al Capone", SW Stanton. . . . After viewing 20th-Fox's "Never Steal Anything Small" at the Sinking Spring Drive-In, Reading, Pa., and then robbing the place of approximately \$700, two motorcyclists were apprehended in Lewisburg, Pa., and lodged in Berks jail. . . . Abbott Oliver is now business representative of Phila. Moving Picture Machine Operators Union, IATSE, Local 307. . . . Hal Marshall, Atlantic division press representative, 20th-Fox, held a special press conference for Millie Perkins, star, "The Diary of Anne Frank" for school and college papers at the Colonial Room of the Warwick Hotel. . . . We'll get it straight yet. It was Phil Smith who bought those Hamid Atlantic City, N. J., houses, not V. C. Smith as previously reported. . . . June 21-27 is to be Sam Diamond Week at 20th-Fox and bookers Lillie Rosentoor, Ethel Rudich, Mae Greenus and Mario DiStanislao would appreciate a date every day. . . . Harry Chertcoff sold his Leymoyne, Leymoyne, Pa., to Heckert Buildings Inc. for \$70,000. The property included the former Leymoyne Hotel building. . . . Charles Amsterdam is back home recuperating from his Florida accident. He extends thanks to all who remembered him during his siege. . . . Milgram Buying and Booking Service is now handling the Uptown, Philadelphia. . . . Lyle Trenchard, general manager, William Goldman Theatres, underwent surgery in Hahnemann Hospital. . . . The SW Ritz, Wilmington, Del., recently made its first venture into the foreign language field with the showing of two Italian imports. . . . Ben Freed, formerly

an exhibitor in Mauch Chunk, Pa., and one of the area's pioneers, is recuperating in Magee Memorial Hospital for Convalescents, 1513 Race Street, Philadelphia. . . . It was reported that Claude Schlanger had purchased the Starlite Drive-In, Quakertown, Pa., from Ted Grance, Pittsburgh, Pa.

## PORTLAND

Earl Keate, United Artists, was in town conferring with Rex Hopkins on product. . . . Russ Brown, National Theaters, was here to confer with Fox-Evergreen managers on the installation and promotion of the Cinemiracle film, "Windjammer." The picture will play the Hollywood, a suburban house, and is expected to be one of the major motion picture attractions for Oregon's Centennial which opens June 10. The opening is scheduled for mid-May with a special Oregon premiere. All managers will aid in promoting the picture. . . . Drive-in theatres are now on a nightly basis. . . . Oregon once again defeated a daylight savings time measure.

## ST. LOUIS

William Charles Earle, 72, manager for National Theatre Supply Company since 1933, will retire May 31st. He came to St. Louis in 1924 as manager for the E. E. Fulton Company. As yet, there has been no official announcement of a successor. His assistant manager, Harry Hoff, has been associated with National Theatre Supply since 1933. . . . Marlene Buck, National Screen, and 'Miss Film Row of St. Louis for 1959,' was given a bridal shower by the St. Louis Chapter, Women of the Motion Picture Industry, recently. She was married to Patrolman Charles Mueller, May 2. . . . Construction is to start soon on the new 800-seat one-floor theatre planned in Carbondale, Ill., by

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Rodgers Theatres, Inc., Cairo, Ill., to replace the Rodgers destroyed by fire February 23.

Grace Engelhard, Realart Pictures, recently was elected president of the St. Louis Chapter, Women of the Motion Picture Industry. She succeeds Theresa Boheim, Para-



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mount, who has been serving since the formation of the local chapter last year. . . . The Illinois House of Representatives, by a vote of 144 to 4, recently approved a bill for compulsory daylight saving time. It previously had been approved by the Senate. The Governor was expected to sign it. . . . George Kerasotes, secretary and general manager, Kerasotes Theatres, Springfield, Ill., and president, Theatre Owners of America, will be the guest speaker at the annual Installation Luncheon of the Better Films Council of Greater St. Louis, May 15.

### SAN ANTONIO

The Westview Drive-in, Waco, Tex., is being torn down and moved. The site is being sold. Ed Newman is president of Central Texas Theatres, owners of the property. . . . The Chief Drive-In, Austin, Tex., held a go-cart race for the benefit of the March of Dimes. The drive-in raised \$273. . . . A new theatre is under construction in Grand Prairie, Tex. Eight acres on the east side of town will be the site of a Drive-In. Estimated cost of the layout is \$40,800. . . . Religious services are being held each Sunday morning in the Cameo. . . . C. A. Schamerhorn has purchased the Rice, Eagle Lake, Tex. . . . Mrs. Charles Klatt has been named manager of the re-opened Star, Orange Grove, Tex. She succeeds Jimmy Sallee who resigned to return to Kansas. The Star is operated by Paul Odell who has also opened theatres at Bishop and Odem, Tex. . . . Buck Stansel, new owner and operator of the Star, Talco, Tex., has remodeled and reopened that long-closed house. He purchased the Star from Roy Farrar. . . . A series of customer courtesy days is being held in Beaumont, Tex., by local merchants. The Liberty is taken over by the merchants on such days until 4 p.m. to provide a free kiddies show for youngsters of mothers who shop at their stores. . . . The LCL Theatres of Texas City are installing special seat covers made by the Pacific Chemical Co., Fort Worth, Tex. The seat covers are said to be chemically treated to turn aside knife blades, besides being cigarette proof and match proof.

The Bandera Road Drive-In marked its third anniversary. . . . Pedro Gonzalez-Gonzalez was in the city for personal appearances

at the opening of "Rio Bravo" in the Majestic. The former local actor has a featured role in the film. . . . The Alameda, ace Spanish language film house is celebrating its 10th anniversary this month. . . . Organist Lew Fay was being featured during screen showings in the Majestic. . . . KITE, local radio station, sponsored a childrens show in the Olmos. All that was needed for admission was the statement that "I Like KITE". . . . Jacksonville Ministers' Association and volunteer workers have begun renovation the Rialto Jacksonville, Tex., to create a House of Hope, where transients will be helped when they are stranded or in trouble.

The wild geese of Gambill's Wildlife Refuge Northwest of Paris, Texas became movie stars recently as an M-G-M photographic crew began work on the new Hollywood production, "Home From the Hill." Written by William Humphrey, native of Clarksville, Tex., the movie will be directed by Vincente Minnelli. Major portions of the movie will be filmed in and around Paris, Clarksville and the Red River Valley. Starring will be Robert Mitchum and Eleanor Parker. . . . Scott Theatres, Inc., headed by Mrs. Maggie Scott, has opened the new Scott Odessa, Tex., the largest theatre opened in a metropolitan downtown section in the last 10 years. The 1,600 seat theatre cost \$800,000. . . . The new Scott is five stories high, 150 feet long and 87 feet wide. The screen is 60x28 feet. The lobby entrance said to be one of the largest in the world, measures 140x50 feet. The loge section has rocking chair loge seats for which patrons pay 25 cents extra. The box office provides space for two cashiers. Plans call for stage attractions at least once a month. . . . A Samantha Duck Pond was set up in front of the lobby of the Josephine where youngsters were given an opportunity to fish for free gifts. . . . Fire swept through the LaNora, Pampa, Tex., causing damage estimates at \$225,000.

### SAN FRANCISCO

Quieter than popcorn and as colorful as the usual lobby candy display, racks of paperback books are adding a profitable merchandising touch to the Balboa and Vogue, two of the houses operated by Irving M. Levin, who says "books and films are making very friendly bedfellows at my theatres" and as proof he runs ads calling attention to the display in the local Sunday Chronicle book review supplements. . . . Dolores Jovick, secretary of the S.F. Theatres, Inc., back at her desk after a week's absence for a tonsillectomy.

### WASHINGTON, D.C.

The Edgemere, Edgemere, Md., closed. . . . The Craig, Craigsville, Va., closed. . . . The New, Cumberland, Md., closed. . . . The Lenox, Richmond, Va., closed. . . . The Regent, Petersburg, Va., closed. . . . Barney's, Petersburg, Va., also closed. . . . The Centre, Hampton, Va., closed. . . . The Boykins, Boykins, Va., closed. . . . The Clover, Clover, Va., closed. . . . The following area drive-ins reopened: Kent, Dover, Del.; Craig, Craigsville, Va.; Elkton, Elkton, Va.; Baker's Air Park, Burlington, West Va.; Moorfield, Moorfield, West Va.; Hunter's Lodge, Troy, Va.; Crystal, Cumberland, Md.; and Shore, Ocean City, Md. The York, West Point, Va., opened, as did the Hi-Rock, McCoole, Md.

The Lenox, Richmond, Va., reopened. . . . The Craig, Craigsville, Va., closed. . . . The Fort Hill Drive-in, Petersburg, Va., reopened.



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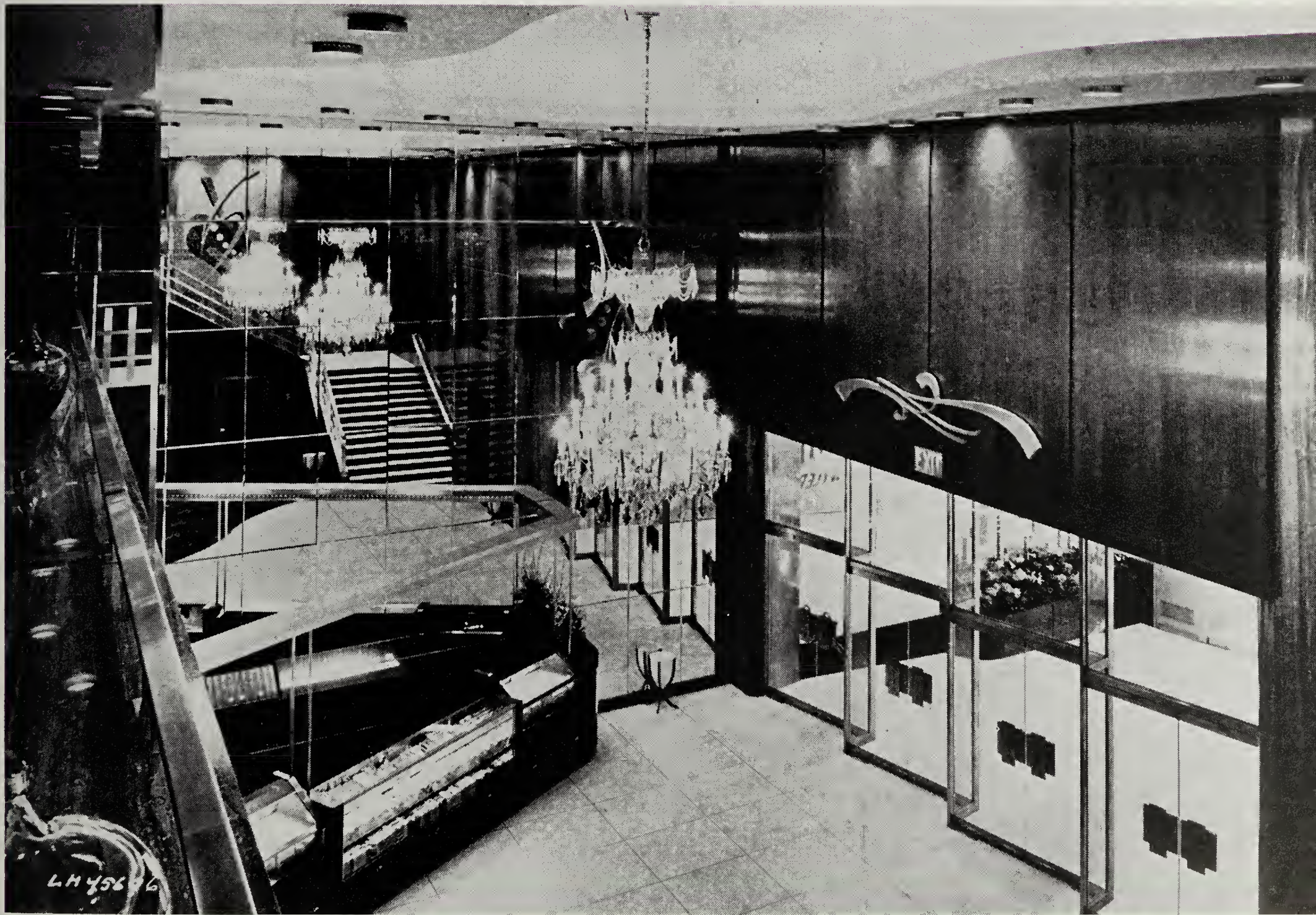
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New Products

Page PE-14

# PHYSICAL THEATRE • EXTRA PROFITS

TOM WERNER, Editor



A MAJOR remodeling project has been completed at Loew's State, New York. The grand foyer, above, contains famous classic chandeliers from the Vanderbilt mansion, offset by contemporary features. More pictures page PE-8.

Volume 14

Number 5

May 13, 1959

*A once-a-month combined department devoted to the physical structure of the conventional and drive-in theatre, its design, equipment and furnishings, with a special section devoted to theatre refreshment operations and management.*



# SPEED UP INTER



## NEW DOLE *Citation* DISPENSER FOR COCA-COLA

This brilliant new dispenser helps focus your customers' attention on the world's best-known soft drink.

Injection-molded of sleek, durable, long-life plastic, the new Dole Citation dispenser for Coca-Cola guards your quality and insures your profit on the soft drink people ask for most. Modernize . . . glamorize . . . merchandise your concession with the new Dole Citation. See your wholesaler or representative for Coca-Cola.



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## LAYING IT

# On The Line

## Imagination Needed

The need for some imaginative thinking and equally imaginative action on the part of everyone associated with the industry, and on the part of theatremen in particular, has been noted before in these pages and in many other quarters. With this issue, one device which holds, we believe, considerable profit potential for conventional and drive-in theatre alike is introduced. Its applications are many, and it is the imagination of the exhibitors who use it which, in the last analysis, will make it a success or a failure.

We refer specifically to the story beginning on Page PE-10, which describes the use of the Polaroid Land Camera and the Strong Universal Slide Projector in presenting snapshots of patrons on the theatre screen within minutes after they are taken at the refreshment stand or elsewhere. Obviously, this technique promises to generate increased patron interest of very substantial dimensions in the theatre as an institution. And, its use is not limited to the instances discussed in our article. Only imagination is needed for it to pay enormous dividends in other ways!

This development is significant in that it demonstrates how the combined efforts of manufacturers can result in a really worthwhile promotional setup, or in some other important adjunct, for the theatre. This is imagination at work, indeed, and, in view of the very reasonable investment involved in equipment of so much promise, it behooves the theatremen to give its acquisition careful and imaginative consideration.

The imaginative exhibitor will understand quickly that, in addition to photographing patrons who are already in the theatre, he also has the opportunity to bring more patrons to the theatre by taking pictures of them outside—at sporting and other public events, at the beach, in the park, and the like, advertising that a certain number of the shots will be projected on the theatre screen on a certain date and that customers whose pictures appear will receive prizes.

This particular machine has applications which a more imaginative mind will devise in the future. The possessor of that mind will reap the benefits of imaginative, profitable thinking. There are as many ways, yet undiscovered, of capturing the public's attention as there are methods with that aim in use currently. The application of one productive mind in this particular vein demonstrates how constant awareness of a need can result in a sharp rise of interest in the theatre among potential customers. This interest must be kept alive. It must be fed by imagination.

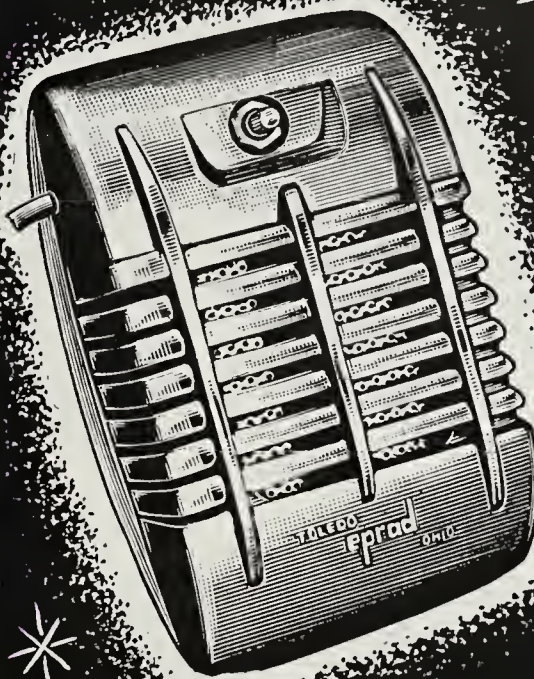
Thus, in the introduction of one new profit-making device, the status of the industry briefly can be mirrored. Today, and not tomorrow, is the time to devise new ways to rejuvenate public interest in the motion picture theatre; today, not tomorrow, is the time to consider new equipment of every kind in every conceivable application; today, not tomorrow, is the time to give the imagination a workout.

**PHYSICAL THEATRE • EXTRA PROFITS •** Sectional department of MOTION PICTURE EXHIBITOR, published once a month by Jay Emanuel Publications, Inc., 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. All contents copyrighted and all reprint rights reserved.

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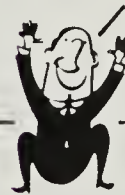
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NAME OF MY FAVORITE DEALER



AMORTIZED over a period of ten years or more, the drive-in playground containing such devices as this Miracle Equipment Company Pony Ride is a long term investment which pays substantial dividends in patronage and refreshment receipts.

# The Drive-In



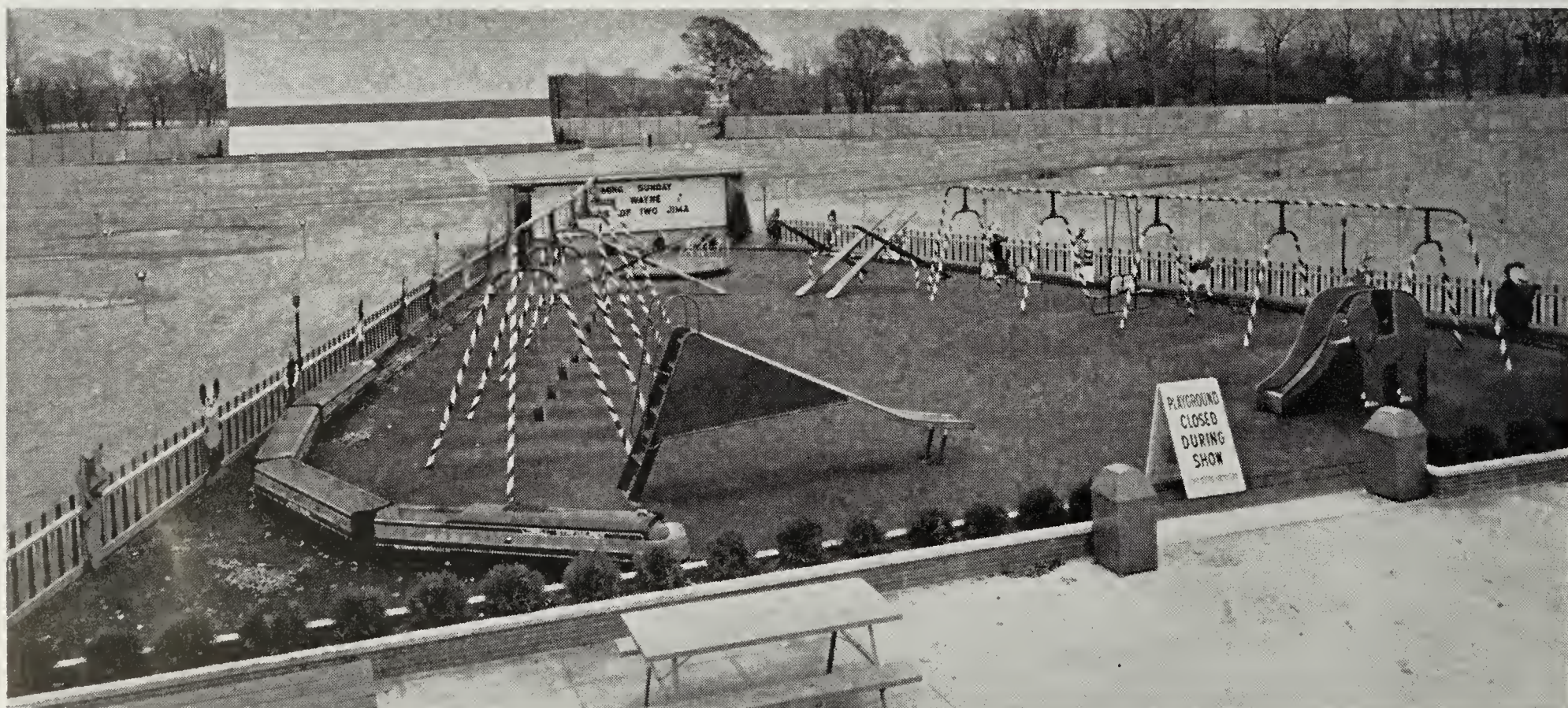
# Playground: A Long



PLAYGROUNDS are popular at drive-ins abroad (at the Metro, Rome, above), as well as at home. The equipment installed at the Lowell Drive-In, Lowell, Mass., below, some three years ago has retained its fresh, new look through proper maintenance; many more years of hard use can be expected.

**H**EAVY business for the refreshment stand before the show starts, a full audience for the early show itself, and a steady stream of the same families week after week are among the numerous advantages that installation of a playground and equipment offers to the alert drive-in operator with a shrewd eye for a long-term investment.

It has been proved beyond question in recent years that outdoor theatres with such kiddie recreational facilities attract crowds of a family nature before the show starts, and that such crowds contribute significantly to the volume of refreshment sales. This inducement to children, who have an increasingly powerful influence on the allocation of the family amusement and entertainment dollar, has furthermore become a must in the competition for drive-in audiences. Any harassed parent who has ever had a six-year-old at his throat for a treat can well predict the effect of an attractive playground. The benefit







# TERM INVESTMENT

to the family, which saves the cost of a baby sitter while spending an evening out, is just one point the theatreman can use in his playground promotion.

What many drive-in operators fail to realize, however, is that the playground should be considered a long term investment and amortized as such. Considering the benefits that a playground reaps for exhibitor and patron alike, its initial cost is a very reasonable and realistic one.

Take the case of a drive-in of substantial size which contracts for a playground budgeted at approximately \$5,000, a sum which insures, according to leading manufacturers, a very well equipped facility of maximum interest and drawing power which can entertain up to several hundred children.

The capital investment of \$5,000 in this particular case, amortized over a period of 10 years, brings the annual cost of the facility down to \$500. Figured in terms of average operating days (180 days per year for a seasonal drive-in), the \$500 annual figure becomes less than \$3 a day to provide a definite attraction that pays off in added attendance and increased refreshment stand receipts.

Of course, for the drive-in located in moderate climates operating the year around, the daily cost of the playground in the foregoing example would be less than \$1.50 per day. At the same time, it must be recognized that a 10 year amortization period is based on minimum "life expectancy" of the equipment. Indeed, experience in public parks and playgrounds shows that equipment from the leading manufacturers can be expected to last, with proper (yet inexpensive) maintenance, for some 15 to 20 years. Therefore, the drive-in operator is entitled, except in the case of

extraordinarily hard usage or freak weather conditions, to expect similar durability, and a concomitant reduction in the annual, weekly, and daily cost to him in comparison with the figures quoted.

Proper and efficient maintenance procedures for prolonging the life of the playground equipment are negligible in cost and, except in very unusual circumstances, can be carried out by the regular theatre staff. At the same time, it

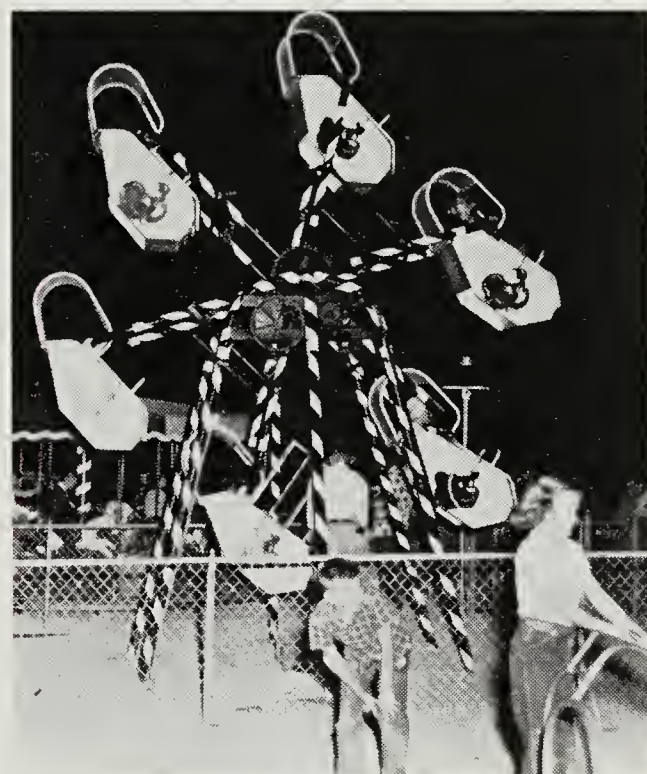
must be remembered that proper maintenance is synonymous with the safety of the equipment, which is always a primary consideration. Prominent manufacturers of playground equipment set the theatre operator on the course to the correct maintenance by providing detailed data on installation proce-

*Continued on Page PE-21*

## PHYSICAL THEATRE

Vol. 14, No. 5

May 13, 1959



THE FERRIS WHEEL, shown in operation above, is an enticing playground installation which complements other equipment. The 26-inch wide seats in this unit easily accommodate two children.



RIDES such as that at right at the New Moon Drive-In, Lake Charles, La., in service for six seasons now, assure continued family patronage. Careful maintenance insures safety and durability.



# THE R E M O D E L E D

**LOEW'S  
STATE**

New York City



In the remodeling of the grand and venerable Loew's State on Broadway, first opened in 1921, Loew's Theatres endeavored to give the New York City moviegoer luxury and comforts generally superior to those he can find at home. The entire project was conceived as a device to lure patrons from the living room chair and television set to a first run showcase. The results can best be described as spectacular. In the highly competitive Times Square area, the New State is a new landmark for the best in entertainment.

The customer's initial contact with the remodeled theatre begins outside, on the redone sidewalk in front of the boxoffice. Here black and white paving in a herring bone design, separated with brass strips and radiating from entrance to curb line, commands the attention. The cantilevered marquee eliminates hangers and carries a two-foot high, indirectly lighted theatre name on three sides. There is no regular, changeable marquee attraction sign; instead, special displays, either flat or in depth, are to be put up for each attraction. Marquee and signs are the work of Artcraft-Strauss Company.

Alterations to the lobby areas include the installation of off-white terrazzo floors beginning at the building line and of walls of white Vermont striped Brocadillo marble veined in pale green on one side, and of blue pearl granite on the other. The foyer ceiling features a combination of cove and downlighting in rose hues, together with the

*Continued on Page PE-22*



May 13, 1959



**THE BEST  
IN PRODUCT...  
THE BEST  
IN SERVICE**



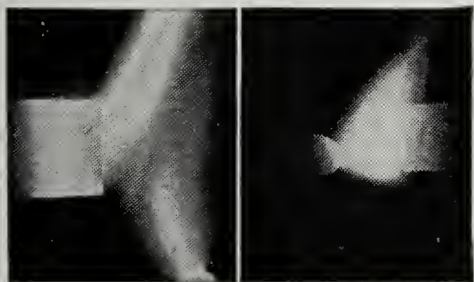
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# Putting Patrons In The Picture

## ONE:



**MANAGER** Langdon Wilby, Shipyard Drive-In, Providence, R.I., photographs a customer in the refreshment stand before show starts with his Polaroid Land Camera. Patrons are happy to cooperate.

## TWO:



**TWO MINUTES** later, Wilby, using special film, removes a positive black-and-white transparency from the camera. The sharp, grainless transparency then is immersed in a hardening solution.

## THREE:



**PROJECTIONIST** Stanley Moskwa mounts the Polaroid transparency in a snap-together plastic mount a few minutes after picture has been taken. The finished slide is reported to cost about 55 cents.

**"EVERYBODY** LIKES to see his own picture—especially if it's 100 feet wide and 60 feet high."

This is how a Providence, R. I., drive-in theatre manager recently summed up an unusual sales promotion technique that has been used with remarkable success this past winter by two theatre circuits. Underlying the promotion is the premise that there's "a little 'ham' in all of us."

Its basic purpose, of course, is to boost attendance. But, those managers using the idea have found it can also pay off in additional retail advertising and quality giveaway merchandise, appealing intermission programs, and in other ways.

### How Does It Work?

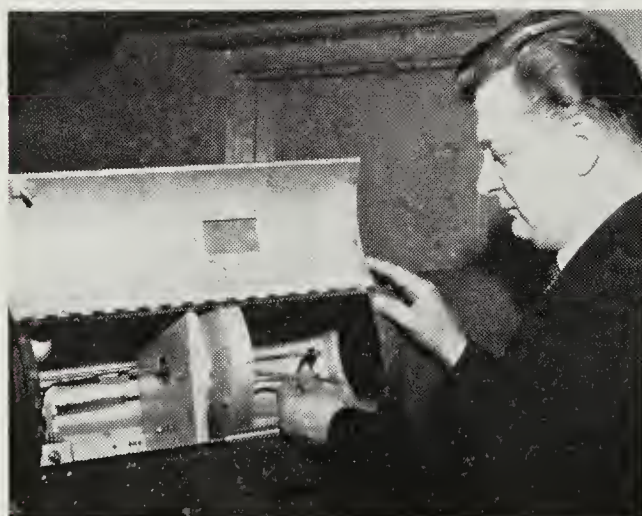
You simply photograph a shopper in the downtown business district and urge her to come to the show that night and collect a prize if her picture is among those projected at intermission. Or, snap a couple of pictures of a retailer's store and tell him you will project them one night a week for six weeks if he'll supply you with, say, three electric toasters as giveaways.

The device worked so well last winter that one of the Boston circuit's theatres already has started using it on a regular basis, a Toledo drive-in is planning to use it as an extensive promotional program this summer. The general managers of both circuits have hailed it as "one of the most successful" promotional tools in several years.

### Slides And Projection

The promotion is made possible by the combination of two relatively new photographic products—Polaroid on-the-spot slides and the Strong Universal Slide Projector.

## FOUR:



**NEXT**, Moskwa inserts a 6mm by seven inch AC carbon in one of two jaws in lamphouse of a high intensity Strong Universal Arc Slide Projector. The carbons will burn for 80 minutes once ignited.

## A Camera And A Slide Projector Are The Keys To More Customer Interest, Higher Refreshment Sales

The Polaroid Transparency System, based on unique Polaroid Land Projection Film, is a simple method for making black-and-white slides immediately with a regular Polaroid Land Camera—the same camera that instantly produces paper prints.

For example, two minutes after photographing a patron in the concession stand, a theatre manager can lift a top-quality slide out of the camera's back door, immerse it for 20 seconds in an emulsion-hardening solution and place it in a snap-together plastic mount—and it's ready for projection. If the patron's picture is among those flashed on the screen moments later, he is awarded a prize or tickets to a forthcoming performance or some other prize.

### Principal Advantages

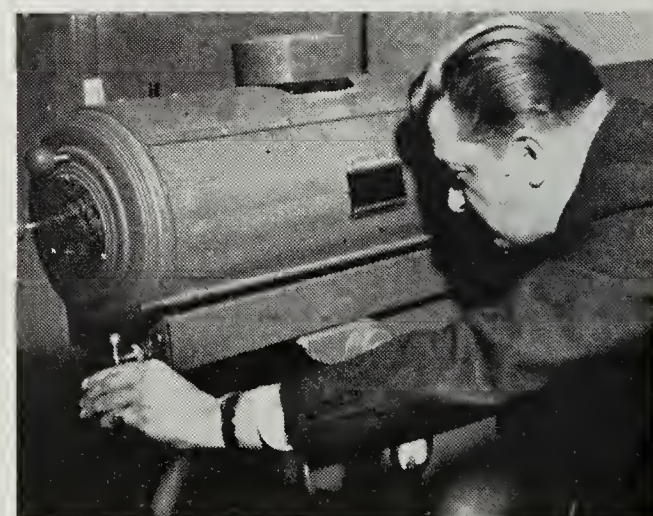
The main advantages of the transparency system are its simplicity and its ability to produce slides without the need for costly and time-consuming photo-finishing work.

Managers using the instant slides agree that the best equipment for projecting them is the Strong Universal Slide Projector. The Universal employs a high-intensity carbon arc lamp as its light source, enabling it to "throw" a two by two inch or three and one-quarter by four inch slide more than 300 feet with no fading, "dropping off," or other image distortion. The Universal's adjustable, self-regulating transformer reduces the 110-volt alternating current supply to a low arc voltage and makes possible a high-intensity arc slide projector without the use of heavy rotating equipment.

### Slides Lead To Prizes

Each manager using the technique has reported it highly successful, but none has found it more so than Langdon Wilby, man-

## FIVE:



**LOOKING** through protective window of the lamp-house, Moskwa adjusts ballcrank to touch carbons together. Arc is then struck and carbons backed off until image of tips falls on lines of arcscope screen.



ager of the 1700-car Shipyard Drive-In, Providence. One of eight drive-ins operated by Rifkin Theatres of Boston.

Wilby uses the Land Camera—Universal Projector in a variety of ways. Among them:

1. As an attendance booster: he'll shoot a picture of a shopper in downtown Providence, hand her a card urging her to attend the show that night and collect a prize if her picture is among those projected at intermission.
2. As a crowd pleaser: a large crowd gathered around the Shipyard's fully-equipped playground one night when a youngster fell, cutting his knee. Wilby snapped a picture of the "howling" child in the first aid room, projected it during intermission to "let everyone know he was okay."
3. As a "teen-age drawing card": a popular Providence disc jockey occasionally interviews theatregoers in the Shipyard's modern concession stand as part of his nightly radio program. Wilby photographs the teen-agers being interviewed, projects the slides at intermission, later gives them to the patrons as a souvenir.
4. As a public relations gesture: when he learned that a woman in the audience was celebrating her 72nd birthday, Wilby took her picture and projected it while the strains of "Happy Birthday, Mrs. So-and-So" echoed over the loudspeaker system.

But, in addition to the playground, occasional disc jockey shows and free motorboat rides on nearby Narragansett Bay (for the early customers only), Wilby relies heavily upon prizes as traffic builders in this highly competitive area.

### Promoting Prizes

It's in connection with prize merchandise that Wilby has had his greatest success with the Land Camera—Strong Projector team. As he puts it, "The slides have enabled us to overcome the hesitancy on the part of some retailers to tie-in with us—swapping merchandise for advertising on our screen. We've been able to get a greater variety of quality prizes than ever before, and this, of course, is a powerful drawing card. In fact, we even outdrew our largest competitor on a night when he gave away a foreign car."

As an example of how he makes the promotion pay off by trading advertising on his screen for prizes, Wilby cited the time he walked "unannounced" into a jewelry store in Providence, carrying his Model 150 Land Camera and a portable slide projector. He snapped a picture of the owner standing be-

SIX:



THE POLAROID LAND transparency then is inserted in the Universal's slide carriage for immediate projection. In this case, the customer received prize because his picture was screened.



HERE IS a sample of the type of advertising pictures shot with the Polaroid Land Camera by drive-in managers. Strong's Universal Arc Slide Projector eliminates fading, "keystoning," and other distortions.

hind the counter and projected it on the wall a couple of minutes later.

"He was amazed," Wilby said. "And when I told him we would project that slide 100 feet wide and 60 feet high one night a week for six weeks—and that he'd be reaching more than 4,000 prospective customers each night—he practically gave me the store. But, I settled for 300 pairs of earrings," Wilby adds.

To identify a retailer's store, Wilby and Stanley Moskwa, assistant manager and projectionist, either broadcast the name over the loudspeaker system when the slide is projected, or scrape about a quarter-inch of the emulsion off the bottom of the actual transparency with a razor blade and type the name in the blank space. That way, both picture and copy are projected together.

And, as an additional "hooker" for the co-operating retailer, they set up several displays of the prize merchandise in the Shipyard's concession stand. Small lettered cards placed in the displays identify each store that "supplies" an item.

Conventional cameras wouldn't be "half as effective," Wilby contends, because of the film processing delay. But, has attendance increased as a result of the large quantity of appealing prizes?

### Prizes Lead To Sellouts

Wilby explained that, in addition to a score of weekly promotions, he staged three major "one-nighters" during the winter months. Each was preceded by a newspaper ad and featured prizes ranging from bicycles to bread boxes. "Two promotions were sellouts. The third was jinxed by bad weather," Wilby recalls. "And when I say 'sellouts' that's just what I mean. We had more cars than we had speakers and heaters. People in the 'overflow' cars had to leave their windows open slightly—in the middle of winter—so they could hear the movie dialogue through our loudspeaker system. In fact, the manager of a nearby drive-in called one night and told us he had a 'full house' because most of the people we had to turn away—about 1,000 cars both times—had gone over to his theatre," he says.

However, Wilby and Moskwa aren't alone in their use of the unique promotional tool as an "indirect" means of boosting attendance.

### Direct Approach Also Pays

Fred Lentz, general manager of the Theatre Operating Company, Toledo, and manager of the circuit's 1700-car Miracle Mile Auto Theatre, also uses it to sell retail advertising and to project decorative borders surrounding "trailers," special presentations, and the like. Lentz has found that the combination of Polaroid Land transparencies and a Universal arc slide projector can also increase box office sales when used in a more "direct" approach.

He started "researching" this idea last October by testing the impact of on-the-spot slides as a crowd pleaser, using the "concession stand" technique mentioned earlier. During intermission, he photographed customers near the concession counters and turned the transparencies over to one of his two assistants, for immediate projection. Persons recognizing their picture on the screen were given complimentary admission tickets, free refreshments, or other items.

"We didn't advertise the promotion because it was strictly a 'test run,'" Lentz said. "As a result, we didn't get any increase in attendance—and we didn't expect any. But, customer reaction was so satisfactory—way above what we had anticipated—we're planning a real promotion around the same idea this summer, as soon as the schools get out—concentrating, on the 'teen-age' market. We're going to advertise it in the local newspapers, and we're NOT going to project the slides the same night we take them," Lentz says.

"Instead, we'll tell the customer to come back the following week, and if his picture is among those projected at that time, he'll receive a gift—which will most likely be merchandise because it has stronger appeal than free refreshments or complimentary tickets," he states.

Lentz explained that he'll use the "hold

Continued on Page PE-20



# EXTRA PROFITS

TOM WERNER, Editor

May 13, 1959

## BEVERAGE SURVEY:

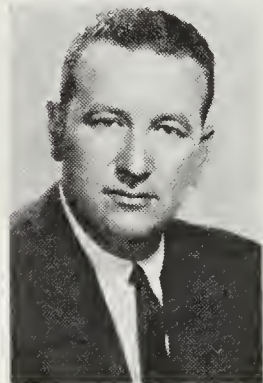
# THE PEPSI-COLA STORY

## *Theatres Are A Most Important Facet In The Success Story Of This Leading Beverage*

By NORMAN WASSER  
National Theatre Sales Manager  
Pepsi-Cola Company

**S**TILL CLIMBING at amazing speed, Pepsi-Cola syrup sales have increased 292 percent since 1950.

Why? Because we've taken our quality product, added the necessary ingredients of smart advertising and sound merchandising, and topped it off with special cooperation to give the theatre refreshment stand added sales and greater profits.



WASSER

Proof that Pepsi and the theatre go hand in hand can be gained by a glance at the circuit and independent theatres which have achieved greater extra profits with Pepsi. These include Commonwealth Amusement Company, Crescent Amusement Company, Famous Players, The Interstate

Circuit, Lippert Theatres, Malco Theatres, National Theatres, Walter Reade Theatres, Skouras Theatres, United Artists, and Stanley Warner Management Corporation.

### *Six Angles For Theatres*

Pepsi demonstrates its affinity with the theatre in many tangible ways.

First, we deliver a quality product, made

• This is one of a series of articles appearing periodically in **EXTRA PROFITS**, aimed at keeping the theatre refreshment stand operator up-to-date on beverage merchandising angles and abreast of the display materials, tie-ins, and other advantages offered by the leading manufacturers in the soft drink field. An individual manufacturer is called upon to contribute each story.

with only the purest ingredients. We know that quality in drinks, as in pictures, means more sales and more repeat business. Pepsi-Cola brings a prestige product to the theatre that maintains the highest of standards.

Second, Pepsi has modern appeal. Unlike some other soft drink manufacturers who have maintained a static product through the years, Pepsi-Cola is made for those who insist on an up-to-date product combining the best in the old with the best of the new. Pepsi-Cola is not made for yesterday's customers; it is designed to sell today's customers today.

Third, particularly attractive to the theatre are the extra, added profits derived from every gallon of Pepsi syrup. Pepsi-Cola costs less, yet gives more drinks per gallon. The profit difference at year's end from a dispenser that consumes but four gallons per week is a big plus with Pepsi.

Fourth, Pepsi-Cola has a unique organiza-

*Continued on Page PE-20*

ONE OF THE MANY point-of-purchase holiday displays made available by the Pepsi-Cola Company at no charge is shown below in the Vista, Phoenix, Ariz. This Christmas display is mounted behind the refreshment stand.



THIS KIDDIE SHOW, a promotion offered by hundreds of Pepsi-Cola Bottlers to theatres in their franchise, was held in Columbus, Ga., last year and locally televised. The show elicited an enthusiastic response from the small set.







**Preferred and Profitable...** Pepsi-Cola's 292% gain in syrup sales since 1950 clearly shows that your customers recognize Pepsi quality and prefer this refreshment. Why not select the brand that has more to offer in both prestige and profits? Among those profiting by the big preference for Pepsi are: Commonwealth Amusement Corp., Crescent Amusement Co., Interstate Circuit, Inc., Malco Theatres, Inc., National Theatres, Inc., Skouras Theatres Corp., Stanley Warner Management Corp., Walter Reade Theatres, Inc., and many other theatre owners. *Get the facts and figures from your local Pepsi-Cola Bottler or write to: National Accounts Dept., Pepsi-Cola Company, 3 West 57th Street, New York 19, New York.*





# NEW PRODUCTS

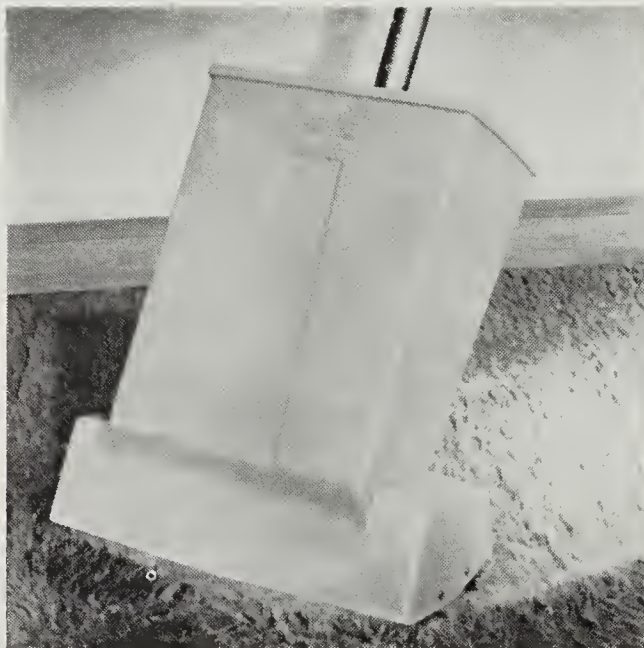
*... that have theatre interest*

## Rug Cleaner

A new, compact rug-cleaning applicator that may increase carpet life by as much as 30 per cent has been announced by the E. R. Wagner Company. Called the Carpeteer, it can be used on carpeting of all thicknesses and in the heaviest traffic areas, it is said.

The translucent base measures 11 by 9.5 by four inches, with an over-all height of 41 inches. The applicator is capable of cleaning 216 square feet of carpeting in less than an hour, and is designed for use with Easy Glamur rug cleaner, containing Corobex, a chemical to prevent mildew and mold.

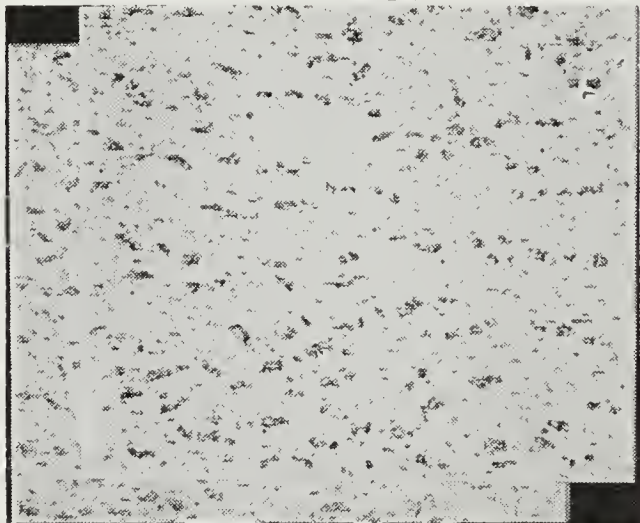
According to Wagner, the Carpeteer dissolves dirt and grit that wear down fibers. As a supplement to professional cleaning, and when used regularly, it can prevent dullness, as well as increase carpet life, especially in heavily travelled areas. The fluid involves no rinsing or wiping, and dries in two to four hours.



THE CARPETEER

## Acoustical Materials

Introduction of four deluxe acoustical materials, each designed to achieve an imaginative "new look" in ceilings, has been an-



"TRAVERTONE" TILE

nounced by the Armstrong Cork Company. Added to the line are Golden and Silver Travertone, two richly fissured mineral wool tiles highlighted by sparkling metallic accents; Deluxe Minatone, a new perforated mineral fiber material which produces a nearly monolithic effect in an installed ceiling; and Gridtone, a relatively low-cost metal pan type acoustical material featuring an exclusive three dimensional ceiling design. All four are completely incombustible, it is said.

Golden and Silver Travertone, patterned after travertine marble, contain hundreds of actual golden or silver flecks imbedded in the fissures. Designed for the ultimate in ceiling luxury, the Travertone stylings are ideally suited for theatre lobbies.

Deluxe Minatone offers non-directional arrangement of small perforations which extend onto the beveled edges of the tile. When cemented to the existing ceiling, applied to wood furring strips, or mechanically suspended by a concealed or semi-exposed grid system, Minatone produces an unbroken pattern effect by virtually eliminating visible tile borders.

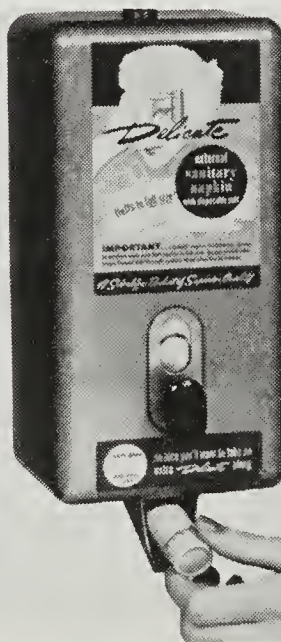
## Napkin Dispenser

The American Hygienic Corporation has made available to theatre owners a coin operated dispenser containing up to 205 sanitary napkins and disposable cotton belts. The machine, advertised as the Delicate Dispenser, is the wall cabinet type, operated by dimes. The cabinet is 24 inches high, 13 and a half inches wide and four and a half inches deep. Each napkin and belt is separately packed in a three-inch, lipstick-type container.

The model is equipped with a slug rejector and Chicago locks, and can be installed easily on wall or stand without brackets. The model is also offered in a smaller, 40-capacity dispenser.

The capacity of the machine is made possible through pressure packaging of each napkin, which fluffs to full size when snapped open. The container remains intact until opened, keeping contents safe from contamination, it is said. The belt is so designed that safety pins are unnecessary.

The cabinet is constructed of heavy gauge steel finished in blue baked hammerloid enamel.



DELICATE DISPENSER—Small model

## Surfacing Material

A scientifically formulated powder and a special liquid binder have been developed by the Stonhard Company, Inc., for resurfacing floors, stairs, ramps, metal cat-walks, and stair treads.

Called Stoncap, the product is said to have extreme slip resistant qualities safety-designed by the manufacturer to stop floor accidents. Long lasting, it is highly resistant to greases, oils, fats, brines, and alkalis. Its resiliency leads to greater comfort while walking or standing and cuts down fatigue. Lightweight, yet durable, Stoncap is ready for foot traffic as soon as five hours after installation. Trucks may be rolled on the surface within 24 hours, the manufacturer states.

Stoncap may be applied on wet surfaces and is available in five colors, maroon, gun metal, forest green, light green, and light grey.

## WANT FURTHER INFORMATION ON PRODUCTS ADVERTISED IN THIS ISSUE?

### Please Check:

- ☐ AMERICAN PLAYGROUND DEVICE CO., Playground and Swimming Pool Equipment.
- ☐ BALLANTYNE CO., THE, Dub'l-Cone In-Car Speakers, Attraction Boards, Changeable Letters
- ☐ CARBONS, INC., Lorraine Carbons
- ☐ COCA-COLA CO., THE, Coca-Cola, Coca-Cola Dispensers
- ☐ EPRAD, Merit-In-Car Speakers
- ☐ HEYER-SHULTZ, INC., Unbreakable Metal Reflectors
- ☐ MAHARAM FABRIC CORP., Decorative Fabrics
- ☐ MASSEY SEATING CO., Theatre Seat Rehabilitation
- ☐ NATIONAL CARBON CO., National Carbons
- ☐ NATIONAL THEATRE SUPPLY, National Ventarc Projection Lamp; Complete Projection, Sound and Theatre Equipment
- ☐ NOVELTY SCENIC STUDIOS, INC., Contour Curtains, Stage Rigging, Wall Covering, Interior Draperies
- ☐ PEPSI-COLA CO., Pepsi-Cola
- ☐ ROYAL CROWN COLA CO., RC Cola and Nehi Flavors
- ☐ S.O.S. CINEMA SUPPLY CORP., Complete Drive-In Projection and Sound Outfits
- ☐ STRONG ELECTRIC CORP., THE, Red Arrow Selenium Rectifiers
- ☐ WAGNER SIGN SERVICE, INC. Wagner Frames, Letters and Panels

## WANT FURTHER INFORMATION ON NEW PRODUCTS

SHOWN IN THIS ISSUE?

### LIST ITEMS

ISSUE OF MAY 13, 1959

NAME .....  
THEATRE .....  
ADDRESS .....  
CITY, STATE .....

### MOTION PICTURE EXHIBITOR

246-48 N. Clarion St., Philadelphia 7, Pa.





get more profit per patron

*with RC Cola and Nehi...here's why*

You'll get better customer response when Royal Crown Cola and Nehi flavors are available. First of all, RC, the "fresher refresher," with its distinctive, less-sweet taste, is backed up by powerful, appealing national advertising. And the complete Nehi line of flavors is famous for the highest flavor standards in America. For example, compare a cupful of Nehi Orange with what you're now serving (or *any other* orange drink) and see if you don't prefer the Nehi Orange! Your patrons will, too.

Secondly, you'll profit because you have a local source of supply for all Nehi flavors, *and* RC. That means less fuss and bother in ordering. And local service on syrups and equipment means lower inventory, no shipping delays, and periodical checking of modern dispensers, to help *prevent* costly equipment failure (you can't make money with a dispenser that won't work!)

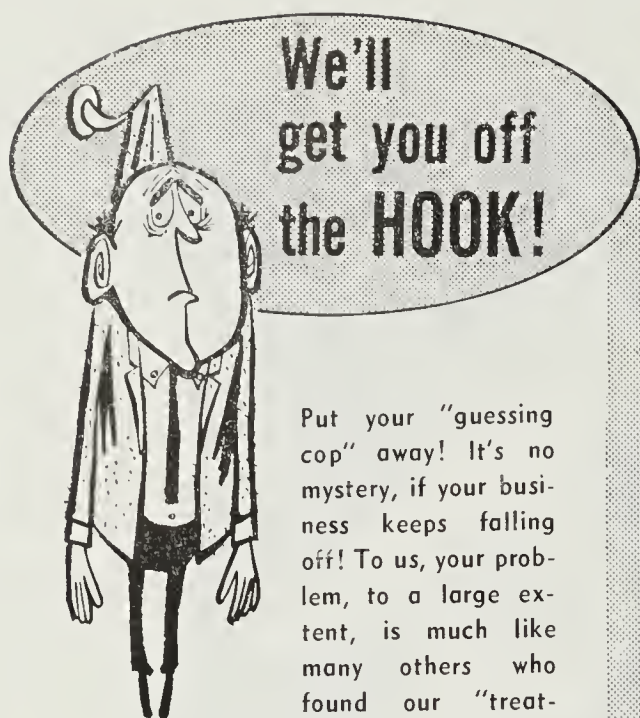


*You'll be Dollars Ahead...*

when you get nationally known RC and Nehi flavors,  
with *local* service, from your neighbor, the Royal Crown Cola bottler!

**ROYAL CROWN COLA CO. COLUMBUS, GEORGIA**



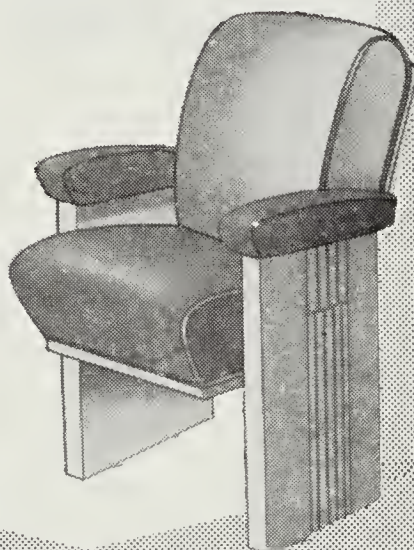


Put your "guessing cop" away! It's no mystery, if your business keeps falling off! To us, your problem, to a large extent, is much like many others who found our "treatment" the cure for their weak BO! It's a matter of record that seating, comfortable seating works magic to receipts. It costs you nothing to get our story and very little more to enjoy our service. Today's perfect for o chat.

WRITE, WIRE or PHONE  
Alpine 5-8459

MANUFACTURERS  
Foam Rubber &  
Spring Cushions,  
back and seat  
covers.

DISTRIBUTORS  
Upholstery fabrics  
and general seating  
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**Your Guarantee**

**of Consistent Quality  
and Outstanding Service  
For Every Theatre Need!**

**NATIONAL THEATRE SUPPLY COMPANY**  
BRANCHES COAST-TO-COAST

## NAC's Sullivan Cited By Business Groups



Edwin D. Szold (left), president of the Association Executives Forum of Chicago, presents a "Plaque of Leadership Recognition" to retiring AEF head Thomas J. Sullivan, executive vice-president of the National Association of Concessionaires. Sullivan was to be honored again last fortnight by the U. S. Chamber of Commerce in Washington, D.C.

CHICAGO—Thomas J. Sullivan, executive vice-president, secretary and counsel of the National Association of Concessionaires was to be among a group of association executives to be honored by the Chamber of Commerce of the United States at a Leadership Recognition Dinner last fortnight in the Sheraton-Park Hotel, Washington, D.C., according to an announcement made by Arch N. Booth, executive vice-president of the Chamber. The dinner, honoring trade and professional association, business, and chamber of commerce executives, was arranged as a principal function of the 47th annual meeting of the Chamber of Commerce.

Sullivan, who joined NAC and its predecessor organizations in 1949 as association director was also honored recently by the Association Executives Forum of Chicago as retiring president.

## GPE Report Predicts 1959 Industry Upturn

PLEASANTVILLE, N. Y.—Fewer permanent shutdowns of indoor theatres and an increase in construction of new ones has been forecast in the annual report recently published by the General Precision Equipment Corporation, parent company of National Theatre Supply Company. General Precision had total sales last year of \$168,333,316, compared with \$185,093,842 in 1957. Consolidated net profit was \$304,267 against \$4,263,949.

The report went on to say that future years should see improvement in the construction field. Boxoffice results currently are encouraging, and once confidence has been restored in the motion picture industry, it is expected that theatre owners will begin to replace worn-out equipment and modernize theatre plants that have been allowed to deteriorate, the report said.

## SMPTE Boston Officers

NEW YORK—The newly formed Boston Section of the Society of Motion Picture and Television Engineers has elected officers to serve during the remainder of this year, according to Ethan M. Stifle, SMPTE Sections vice-president. This Section was established in February by action of the Board of Governors of the Society.

Edward H. Rideout was elected chairman of the new Section at its first official meeting. Robert Fraser was elected secretary-treasurer and Lester Bernd, Bruce Harding, Ernest W. Kestner, Louis Lindauer, Joseph Rothberg, and David Waddell were elected to the Board of Managers.

## Mars 15-Cent Bars

Mars is offering three of its top-selling bar products in one-piece, 15-cent sizes, according to an announcement from B. A. Bouchard, vice-president and director of sales. Milky Way, Snickers and Three Musketeers are the three bars being introduced in this new size and price range specially for theatre concessionaires.

Milky Way recently named a "Theatre Sales Champion" in a survey conducted among operators of indoor and drive-in theatres across the country.

## Westrex Names Snow Tokyo Office Director

Westrex Company, Orient, represented in Japan for more than thirty years, appointed Edgar Snow as its new managing director in Tokyo, recently.

Company officials also announced that Westrex, a division of Litton Industries, will represent products of other Litton divisions in Japan.

Snow has spent more than ten years in Japan. He lived in the country four years as a child, later returning to serve for a year with the U. S. Naval Technical Mission. From 1949 through 1954, as a civilian, he held a position with the U. S. Army.

Commenting on the increased activity in Japan, Westrex president Glen McDaniel said: "We are looking forward to much greater service to the Japanese electronics industry in the future. It is a progressive industry that has done much to advance electronics technology, particularly in the field of microwave transmission, and I feel that our broadened position in Japan will prove beneficial to both countries."

## RCA Appointments

NEW YORK—Appointment of Gerald W. Pfister as vice-president and operations manager, RCA Service Company, was announced recently by Donald H. Kunsman, president.

At the same time, Kunsman announced the appointment of Lawrence G. Borgeson as vice-president, Consumer Products Service, the position formerly held by Pfister.

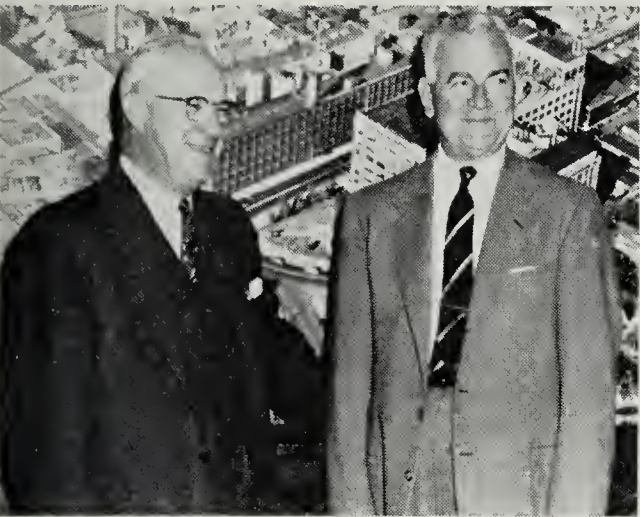
Also named were Robert C. Gray as manager, consumer products field operations, post formerly held by Borgeson, and Howard W. Johnson as manager, of appliance service, the position formerly held by Gray.

## NTS Manager Retires

DALLAS—After 43 years in the industry, Fred R. Hansen, branch manager here for National Theatre Supply Company, will retire this week. This will mark his twentieth year with the company he joined in 1939 under J. I. Roberts, then Dallas manager.



Bausch & Lomb Names President, Chairman



Hallauer and McQuilkin

ROCHESTER, N. Y.—William W. McQuilkin was elected president of the Bausch and Lomb Optical Company at the annual meeting of the firm's board of directors here, recently. He succeeds Carl S. Hallauer, who was named chairman of the board. The former chairman, Carl L. Bausch, is retiring. McQuilkin has been with Bausch and Lomb since 1938. He was elected secretary in 1943 and has served as treasurer, vice-president, and executive vice-president of the company. Hallauer, as chairman of the board of directors, will continue to be active in the affairs of the firm with which he has been identified for more than 40 years.

'Popscar' Poll Names Hope

Bob Hope was voted the entertainer whose films were most conducive to popcorn sales, in a nation-wide poll conducted from Popcorn Village, Nashville, Tenn. Hope was notified of his victory while attending Academy Award presentations in the Pantages, Hollywood, recently. Running second to "Popscar" winner Hope was Old Yeller, the Walt Disney film.

NAC Board Meeting Set, Regional Conference Follows

CHICAGO—The 1959 mid-year board of directors meeting of the National Association of Concessionaires will be held at 10 a.m., Saturday, in the Hotel Sherman here, according to a joint announcement by NAC board chairman Lee Koken, and president Philip L. Lowe. The officers and board members will discuss NAC's plans for 1959-60, the national concessions industry's trade show and convention, Nov. 8-12, and an agenda of topics which include enlarged membership services, group insurance, regional meetings, membership drive, possible constitutional revisions, and the officer nominating committee report. The Midwest Regional Concessions Conference will follow the board meeting, and is slated to open at 10 a.m. in the Hotel Sherman on Monday, May 18, according to Thomas J. Sullivan, executive vice-president. The morning session of the one-day conclave will be followed by a luncheon hosted by The Coca-Cola Company. The afternoon session will continue through 5:30 p.m. The Pepsi-Cola Company will sponsor a cocktail party for all registrants.

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**DEPENDABLE POWER SUPPLY**

*- Guaranteed!*

**"Red Arrow"**

**SELENIUM RECTIFIERS**

- ★ Not just an all-purpose rectifier, but one that has been designed SPECIFICALLY for efficient use with angle or coaxial trim high intensity projection lamps.
- ★ The transformers, being of glass insulated type, withstand 150° F. higher temperatures than cotton, permitting emergency operation of two lamps on one rectifier.
- ★ THE SELENIUM STACKS ARE FULL SIZE and are DAMP-PROOFED FOR USE IN WET CLIMATES and protection in winter storage.
- ★ Three rugged 8-point dial switches afford a means of adjusting amperage during lamp operation. Adjustments can also be made for compensation of line phase imbalance.
- ★ HEAVY-DUTY COOLING FAN. Line control relay.

**5 MODELS:**

**3-PHASE—**

- 60 to 100 Ampere
- 90 to 135 Ampere
- 120 to 180 Ampere

**SINGLE PHASE—**

- 70 to 90 Ampere
- 90 to 135 Ampere

**THE STRONG ELECTRIC CORPORATION**

21 City Park Avenue Toledo 1, Ohio

Please send literature on Strong Rectifiers.

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THEATRE \_\_\_\_\_

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Saluting the NEW

**LOEW'S STATE THEATRE**

Another MAGNIFICENT Installation

CONTOUR CURTAIN

STAGE RIGGING, WALL COVERINGS

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40th YEAR OF SUPERIOR WORKMANSHIP & SERVICE



## How to:

- Select
- Install
- Maintain



# A Successful Playground

By NORMAN R. MILLER  
American Playground Device Company

**T**HERE are four important points to keep in mind when establishing a children's playground at a drive-in theatre. The playground devices should be: (1) properly selected for design, size and sturdiness (2) correctly installed; (3) well-maintained; and (4) safe.

When purchasing equipment, you will be safe if you specify certified Grade-A malleable frame fittings of the clamp type, tested to 50,000 pounds tensile strength. Threaded fittings, grey iron fittings or any fittings which necessitate drilling the top beams of swing or combination unit frames should be avoided.

Playground equipment can be sized according to the physical abilities and needs

of the various age groups. The ideal playground would have a primary apparatus area for children 2 to 6 years old; a junior area, for 6 to 10 year-olds; and a senior area, for 10 year-olds and over. However, most drive-ins are guided in the sizing of equipment by the age range of the majority of their youthful patrons.

Sizes of swings for the various age groups should be as follows: primary, seven to eight feet high; junior, 10 feet; and senior, 12 or 14 feet. Slides should be five or six feet high for the primary group; eight feet for the junior, and 10 to 15 feet for the senior.

It is important that playground equipment be installed correctly. There should be adequate fittings and perfect alignment of all frame members to assure maximum structural strength and rigidity. Leading manufacturers usually supply detailed but easy-to-read blueprints, which show the ground plans and outline recommended procedures for installing each unit. The swing, for instance, is subjected to much strain, and should be set in adequate concrete footings as shown in the blueprints.

Swing seats must be purchased carefully. A patented rubber swing seat which has no sharp corners, rough edges, or massive castings to cause injury to the child, is a safe type. Another is the safety belt-type seat, which is fabricated from heavy white conveyor belting, engineered to withstand far greater wear and abuse than ordinary rubber belting.

Steps and braces on slides should be firm, and rails free from splinters, screws and nails. These hazards are inherent in wooden slide rails, but can be eliminated completely by all-steel slides. The castle tower, when properly installed and maintained, assures safety while the children satisfy that urge to climb.

Climbing structures should be made of fabricated 1½-inch steel pipe so that even the smallest child can grasp and maintain a firm handhold. There should be no ugly "U" bolts, open pipe ends, protruding bolt heads or sharp, rough corners or joints. These construction short-cuts are definitely hazardous.

Climbing structures should be locked permanently together by smoothly rounded certified, malleable frame fittings.

Proper installation of playground apparatus will reduce maintenance costs. While the concrete footings are still wet and the fittings loose, a level should be used to make sure that top beams are level and straight, with vertical supports perpendicular to the ground. After alignment, the fittings can be pulled down tightly and the concrete allowed to harden. No apparatus should be attached to the frames nor any playground unit be placed in use until the concrete footings have hardened for at least 48 hours.

Concrete around the base of all frame support members should be troweled smooth and shaped conically so that it is highest at the pipe members proper. It is recommended that at least four inches of turf cover all concrete footings, level with the ground line. For an extra measure of safety, the turf can be covered with tanbark, sawdust or shavings to cushion possible falls from the equipment.

Timely repairing and repainting of playground equipment will make it last longer and increase child safety. A regular maintenance program should be continued throughout the year. Badly worn, splintery or cracked slide siderails, swing seats, seesaw boards and other wood parts of apparatus are dangerous and should be repaired or replaced promptly. Swing chains, hooks, hangers and frame fittings should also be checked carefully.

Worn slide chutes present a special problem. Few owners have the tools and equipment to do a proper job of slide chute repair



or rebuilding. It is usually advisable to ship the worn chutes to the factory for rebuilding or to replace them with new chutes of all-steel construction.

Years of extra service can be added to playground equipment by painting it frequently and regularly. Outdoor enamel will do very well on wood parts. The protective coating will last longer and look much better if the wood parts are sanded reasonably smooth before they are refinished.

After safe playground equipment has been carefully selected, installed and maintained it is well to supervise the area to assure additional safety.

**YOUR BEST MEANS  
OF SELLING EVERY  
ATTRACTION**



—an attraction board large enough to accommodate plenty of powerful sales copy. More theatres install

**WAGNER  
ATTRACTION  
PANELS &  
LETTERS**

than all other makes. Write for literature on the most complete line of show-selling equipment in the world.

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## Litton Acquires Firm, Report High Earnings

NEW YORK—Litton Industries has bought the Times Facsimile Corporation, a subsidiary of the New York Times Company. The announcement was made jointly by Arthur Hayes Sulzberger, publisher and chairman of the Times, and Charles B. Thornton, chairman and president of Litton. Purchase was made for an undisclosed amount of cash.

Times Facsimile will operate under the same name, but as a division of Litton. W. Preston Corderman, a vice-president of Litton, becomes president of Times Facsimile; Austin G. Cooley, executive vice-president of Times Facsimile, will continue in that capacity.

Six month sales of \$56,941,000—a 43 per cent increase over the same period a year ago—were announced at the same time for Litton and subsidiaries by Thornton. Before-tax earnings for the period totaled \$4,546,000, with a net of \$2,724,000 after provisions for taxes and inclusion of special income credit. These earnings amount to \$1.48 per share for the 1,778,071 shares of common stock outstanding.

## RCA System Projects Variety Of Processes

The "pre-view" screening room at the Office of Civil and Defense Mobilization Administration (OCDM) headquarters, Battle Creek, Mich., employs a Radio Corporation of America projection and sound system capable of handling a variety of film or sound track forms in combination.

The OCDM obtains its training and educational motion pictures from a number of producers, using 35mm film in some instances and 16mm in others. The sound track for a 35mm film may be on 16mm film, of either the photographic or magnetic type.

These motion pictures are "pre-viewed" at OCDM headquarters before final editing. To screen a movie with picture and sound on film of different widths and types, the OCDM required a double projection system such as was provided by RCA.

Through a special interlock system a sound track on 16mm magnetic film can be run to coincide with the accompanying picture on 35mm film. Other picture and sound track film combinations are possible in the same manner.

The picture and sound track for an individual film can be recorded on the same film roll before release for public viewing.

## Pop-O-Rama Introduced

Pop-O-Rama, a new 5-piece point-of-purchase advertising kit, is available from the Popcorn Institute.

Utilizing the theme of a recent film trailer, the latest PI merchandising aid reminds potential customers that popcorn "sounds so good," "smells so good," "looks so good" and "tastes so good." These slogans appear separately on four streamers (21-in. x 5-in.) and are combined on a 17-in. x 10-in. poster. Backgrounds are brilliant blue, yellow, and grey stock, with the word popcorn printed in eye-catching red. The Pop-O-Rama kit may be obtained through popcorn suppliers or direct from The Popcorn Institute.

## TONE Quality

*Unsurpassed*

**TOUGHEST  
CONSTRUCTION  
EVER!**

## Ballantyne Dub'l-Cones

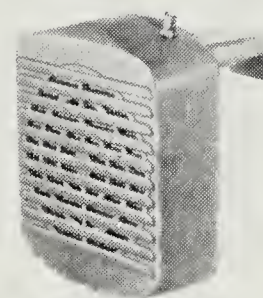
Ballantyne Dub'l-Cones give you the two most wanted features in In-A-Car Speakers — protection from shock, pressure, weather and water, and superb sound. Heavy, die-cast aluminum case has reinforced grill openings, reinforced bosses, removable hanger clip. Permanently positioned magnet. No shifting, no voice coil drag. Outer cone adds a mellow richness resulting in tone quality unsurpassed in any other speaker.



"Z" Series

### New BALLANTYNE "Z" Series DUB'L-CONE

Has drop-in outer cone and perforated aluminum speaker guard. Amazingly low price. Features simplified servicing—plug-in terminals permit post repair, two screws to loosen, repair or replace without special tools—no soldering, no glue, and in a matter of seconds. Heavy die-cast aluminum case has reinforced speaker grill.



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Since 1898

**DECORATIVE**

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"The House of Service"

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Los Angeles: 1113 S. Los Angeles St. • Chicago: 412-20 N. Orleans St.



## BEVERAGE SURVEY

Continued from Page PE-12

tion servicing theatre accounts. The theatre does not deal through jobbers but through local Pepsi-Cola bottlers. These local bottlers have a personal interest in the theatre because they are convinced that having Pepsi available in theatres helps promote the sale of bottled goods in their franchise. Pepsi-Cola bottlers promote bottle goods, premix and syrup and are never at odds with the parent company over individual syrup locations. Thus, maximum cooperation with the theatre is assured, from equipment to point of sale advertising.

Fifth, Pepsi-Cola has developed a keen theatre sense of showmanship which has been translated into national advertising and display material. Conscious of the importance of

theatre operations in relationship to overall sales, and desirous of aiding theatres through advertising, Pepsi is running a national advertisement that will have the intermission break in a theatre as background.

Sixth, point-of-purchase displays, available at no charge, each created by one of America's top display designers, will aid theatre operators to sell more Pepsi and related products faster.

Pepsi point-of-purchase material takes many forms, probably the most exciting being the lavish holiday displays, which mark another first for theatre concessions.

### Other Merchandising Aids

A library of Pepsi-Vision concession trailers is available in full color and wide screen at no charge. This year we've added a special one-and-a-half hour tape recording available for use in drive-ins before the feature starts and during the intermission. The trailers and tape are designed to get audiences into the mood for more refreshment. They feature related items such as popcorn, hot dogs, and candy, as well as Pepsi-Cola.

Another very popular form of promotion widely used by hundreds of Pepsi-Cola bottlers is the sponsoring of kiddie shows in theatres within their franchise. In addition to the free publicity and paying you for seats which normally would go vacant, these free shows help create new customers and increase concession stand sales.

Special brochures are sent to all Pepsi-Cola bottlers at frequent intervals which point up the tie-in promotions that can be used with local theatres to fit almost any situation; holiday, anniversary, specific feature, national or local event. Our bottlers are urged to extend their fullest cooperation.

### Cooperation With The Industry

Pepsi-Cola cooperates with the theatre industry as a whole to help insure the success of industry functions. A special budget, in excess of \$60,000, has been set up for active participation in national, as well as regional, conventions such as TOA, National Allied, NAC, Variety Clubs International, and others. We entertain at special dinners and cocktail parties, support your fund raising programs, and participate in your meetings because the theatre is one of the most important segments of our success.

Recently, we cooperated with the Motion Picture Association of America in the promotion of the industry-sponsored television and radio broadcast of the Academy of Motion Picture Arts and Sciences annual "Oscar" awards, by offering \$2000 in prize money to the theatre managers who submitted the best exploitation accomplishments. One paragraph from the acknowledging letter received from George Kerasotes, president of TOA, sums up our Pepsi-Cola story:

"Pepsi-Cola's record of industry cooperation is maturing so wonderfully that your current endeavor becomes another feather in a bedecked service cap. Sincerely, you and your associates are to be congratulated by an industry which is most grateful for your aggressive and progressive cooperation."

## THE PICTURE

Continued from Page PE-11

over" technique for two reasons: first, the customer has to come back to the theatre again to find out if he's eligible for a prize; second, it gives the customer seven days to spread the word among his friends. Some of them will probably decide to come along the following week and boost attendance that much more.

### Economy And Simplicity

"We don't really need the speed factor of the Polaroid Camera because we have a whole week between the time we take a picture and the time we actually project it," according to Lentz, "but, there's a couple of other factors to be considered—cost and simplicity. I understand an independent photo-finisher charges about a dollar or more to process film and make a conventional lantern slide—the kind we use in the Universal projector. Lentz said he estimates the cost of each Polaroid slide at about 55 cents for materials alone—quite a saving when you consider that he shoots between 10 and 25 slides per week.

"And, with the Polaroid Camera, we don't have to use up a whole roll of film at one time. We get each picture individually, right after we take it," he notes. "Also, the Polaroid Camera is simple to use. I don't have any trouble operating it—and when it comes to photography, I'm strictly an amateur."

He pointed out that the Land Camera has only one dial that sets both the shutter speed and lens aperture simultaneously. And seeing each slide on the spot, he is quickly able to correct any mistakes in exposure by shooting the subject a second time.

### Projector Operation

What about operating the projector? "It's the same story," Lentz says. "It's simple—there's really nothing to it." A ball crank on the back of the Universal's lamphouse separates two jaws inside the housing so a 6mm by seven-inch AC carbon may be inserted in each jaw. Once in place, the motor-fed carbons will burn for 80 continuous minutes.

To ignite the carbons, the operator turns a power switch located on top of the lamphouse to the "on" position. Then, he quickly touches the carbons together and "backs them off" again by turning the ball crank first clockwise and then counter-clockwise about one-half a turn.

An optical system utilizing a 10¼"-diameter silvered glass reflector collects the illumination (7,500 lumens) from the arc lamp and directs it through the 3¼ by four inch slide aperture to the screen. A tap adjusting switch and indicating meter enables the operator to regulate the arc power regardless of the line voltage.

Engineered for simplicity, the Universal is equipped with an objective lens ranging from 6½ to 25¼ inches (depending upon individual requirements), blower, slide carrier, and four adjustable legs, in addition to the arc lamphouse and power transformer.



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Construction and  
PERFORMANCE

far greater  
strength and  
SAFETY!

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AND SWIMMING  
POOL EQUIPMENT**

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buyers for nearly half a century.

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**PLAYGROUND DEVICE CO.**  
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WORLD'S LARGEST MANUFACTURERS OF FINE  
PARK, PICNIC, PLAYGROUND, SWIMMING  
POOL AND DRESSING ROOM EQUIPMENT

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STANDARD or BALLOON

**EE** Attraction Boards Available. Write for Literature and Prices.

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1712 Jackson St. Omaha 2, Nebr.

- BRIGHTER LIGHT
- LONGER BURNING
- SHARPER PICTURE

Free Test Samples

**Lorraine ORLUX Carbons**

CARBONS INC., BOONTON, N. J.

- STEADIER LIGHT
- LESS ATTENTION
- PERFECT COLOR BALANCE

Free Carbon Chart





B. G. Kranze, vice president of Stanley Warner Cinerama Corporation, is shown signing a contract for the presentation of Cinerama in Chile. Also shown are Alejandro Mendez (left) and Alberto Melet, Chilean architects who will build the project in Santiago de Chile. Looking on is Stanley Warner attorney Mike Lichtenstein.

## D-I PLAYGROUND

Continued from Page PE-7

dures which, when followed implicitly, are the first step to proper maintenance.

After installation, periodic checks on bracing and anchoring devices for the equipment should be carried out on a regular schedule, not only to insure safety for the children, but also to insure maximum life for the equipment. Painted equipment should receive touching up or repainting as required, and any wooden equipment should be inspected regularly for badly worn, splintery, or cracked parts ("a stitch in time saves nine"). Defective parts of equipment should be replaced at once. As a safety measure, it is recommended by one manufacturer that at least four inches of turf cover all concrete footings, and this turf should be replenished as necessary. One sure means of reducing this minimum maintenance is by providing proper supervision for the playground, to reduce or eliminate misuse of the equipment.

An important part of the successful drive-in playground lies in the promotion the owner can give it. Making certain that families in the area know of its entertainment value is a must for the theatre that would reap profits to their full potential. The drive-in with a playground can insert that fact into its advertisements, distinguishing itself from competitors who do not offer a similar attraction.

No one can deny that the playground area is an important part of the outdoor theatre operation or that it is the contributing factor in the bringing the family in early. It's known also that when the family enters the theatre confines early, there is an immediate upswing in the refreshment business. As a result, many theatres have expanded refreshment facilities to serve a more varied menu to appease the family appetite. Playgrounds at the drive-in often lead to food and drink revenues that range upwards of 50 percent of the gate, with more than half the concession business being done before the intermission.

It has become an increasingly recognizable fact that the successful drive-in will have an adjoining Kiddieland. Like the man behind the man behind the gun, the drive-in owner should prepare himself to influence the kids behind the fathers who hold the pocketbook.

The theatreman who is about to enter the drive-in field, and existing drive-ins which do not have playgrounds, should give this attraction its proper place in the budget for construction or expansion.

## Kodak Earnings Up

ROCHESTER, N.Y.—Total sales and earnings of the Eastman Kodak Company for 1958 were higher than for 1957, it has been reported by Thomas J. Hargrave, chairman, and Albert K. Chapman, president. They also reported that the sales and earnings outlook for 1959 appears "favorable."

Consolidated sales of the company's United States establishments last year amounted to \$828,801,269, about four per cent more than the \$798,283,443 for 1957, which was the best previous year for both sales and earnings. Net earnings of \$98,912,039, or \$5.13 per common share, were slightly above the 1957 total of \$98,108,305, or \$5.09 per share.

Total sales of Kodak's associated companies outside the U. S., which are not included in the company's U. S. consolidation, amounted to \$231.1 million in 1958. This was four per cent better than in 1957. Dividends received from these companies were up \$1.6 million, to a total of \$9.2 million.

## New EPRAD Exec

The Electrical Products Research and Development Company recently named Jim McSorley marketing manager.

McSorley, with more than 15 years experience in sales, advertising, publicity, and market and sales research, was named "in order to have consistency and continuity in our sales, advertising and promotion efforts," an EPRAD spokesman stated.

## Selmix Unveils Giant Soft Drink Dispenser

A top speed, high volume soft drink dispenser, capable of producing 4,000 to 5,000 six-ounce drinks per hour, has been announced by Selmix Dispensers, Inc. Manually operated by a single lever, the Selmix Dynamo can fill five cups at a time. The ice cooling system maintains drink temperature at a top of 39 degrees by using 80 degree water on a continuous draw.

Natural market for the giant dispenser is the high-volume concessionaire in ball parks, stadiums and coliseums who fills trays of cups for vendors to sell in the stands. Another new model in the Selmix line is the Teenager, designed to achieve maximum efficiency in minimum space. The dispenser is 25 inches wide by 40 inches high and can serve three carbonated or non-carbonated drinks from a gravity-fed syrup system.

Mainstay of the Selmix line is model 8500 AC, a three-drink dispenser. Featuring a five-gallon syrup capacity for each of the drinks, it dispenses any combination of carbonated or non-carbonated drinks at a speed of 20 to 40 six-ounce cups per minute. One drink is dispensed and identified by a plastic dispenser mechanically refrigerated and mounted on top of the main stainless steel unit. The stainless steel section dispenses two drinks, which can be identified by labels on handles of permanently mounted valves.

# S.O.S. Spring Drive-In Special

## COMPLETE PROJECTION & SOUND OUTFITS

- 2—Rebuilt Super Simplex Projector Mechanisms.
- 4—Rebuilt 18" -3000' magazines (2 uppers and 2 lowers).
- \*2—Rebuilt Simplex 5-point pedestals with rear support braces.
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- \*\*1—Rebuilt 70/140 amp. motor generator set.
- 2—Rebuilt Simplex 4-Star or RCA Rotary Stabilizer Soundheads.
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**\$3495**

### ALTERNATES:

- \*2—New Simplex LL-1 Cast Iron, heavy-duty pedestals (\$784 value); ADD ..... \$200
- \*\*2—Rebuilt Ashcraft Hydroarcs with new water circulators and new 100/200 amp. motor generator sets; ADD ..... \$750

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## S.O.S. CINEMA SUPPLY CORP.

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5 YEAR GUARANTEE

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Are Your Best Buy For ECONOMY and TOP QUALITY PERFORMANCE

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... Marquee Letters  
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... Signs  
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... Cup Dispenser  
... Food, Frozen  
... Food Preparation Equipment  
... Fountains  
... Gum  
... Hamburger Grills  
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... Pedestals  
... Rectifiers  
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... Boxoffices  
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... Change Making Machines  
... Coin Sorters  
... Tickets  
... Ticket Boxes  
... Ticket Machines  
... Ticket Registers  
... Turnstiles

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... Attraction Lights  
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... Directional Lights  
... Dust Control Systems  
... Fences  
... Fireworks  
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... Insect Controls  
... Flares, Light  
... Heater, In-Car  
... Miniature Trains  
... Paint  
... Picnic Table  
... Playground Equipment, Rides  
... Pools, Swimming  
... Post Lights  
... Quarter Midget Racers  
... Ramp Lights  
... Screen Facing  
... Screen Paint  
... Screen Towers  
... Seats, Walk-In Patron  
... Speakers, In-Car  
... Speaker Cords  
... Speaker Cover  
... Speaker Posts  
... Speaker Repair  
... Sweepers  
... Underground Cable

## LOEW'S STATE

Continued from Page PE-8

theatre's original Bohemian crystal chandeliers, which have been rebuilt into a somewhat more modern design (see cover). The chandeliers came from the Vanderbilt mansion on Fifth Avenue at 58th Street.

In the auditorium, the old proscenium, boxes, and sounding board have been removed, and a new ceiling containing downlighting has been constructed under the balcony overhang. The conventional proscenium has been replaced by a 2,000 square yard versatile contour curtain which is illuminated by downlights from cove behind sounding board and flood lights on the mezzanine fascia. The contour curtain, installed by the Novelty Scenic Studios, will operate automatically on a pre-set contour design.

The orchestra floor, re-ramped to provide optimum sight lines from all locations, has been equipped with American Seating Company's Bodiform Lounger chairs in rows 40 inches apart. The theatre chairs are covered in hard finish, cherry-red fabric. Walls and drapes of the auditorium are beige-on-gold. Capacity of the orchestra is 967; the total capacity of the theatre has been reduced from 3,316 to 1,885. The mezzanine and balcony now accommodate 918. Chairs in the latter area have been re-upholstered in foam rubber.

Under Loew's Theatres sound and projection supervisor, John Kohler, an additional booth has been located between the floor of the balcony and the ceiling of the orchestra to provide a seven-degree projection angle. The old booth at the rear of the second balcony, with a projection angle of 18 degrees, has been retained for emergency use. The edge of the mezzanine has been notched to accommodate the new booth.

Projection and sound equipment includes three Philips-Todd-AO all-purpose projectors, which accommodate all films from 35mm to 70mm. Changeover from one to another is accomplished in four minutes. For 70mm, Todd-AO lenses from the American Optical Company are used, while the Bausch & Lomb anamorphic lens is in service for Cinema-Scope projection. The light source is specially-designed Ashcraft lamphouses.

The 50 by 25 foot Technicote XR-171 screen, coated with a uniform plastic, is seamless. No variations, shadings, or panel effect are caused by optical "design." It features a "pearl" surface, which assures even light distribution and high fidelity color reproduction, while the framework can be adjusted manually from a flat surface to varying degrees of curve, as required by different processes. Automatic iris masking equipment accommodates various picture aspect ratios.

Among the many other improvements to Loew's State is new carpeting in specially-loomed, heavy duty wool and nylon which features the new Loew's crest; Westinghouse air conditioning; restrooms finished in floor-to-ceiling ceramic tile; and a modern candy stand from which no popcorn is sold. Concealed speakers pipe soft recorded music through the redecorated lobbies and the mezzanine.

The architect for the project was John J. McNamara. Supervising construction was Harry Moskowitz, engineering chief for Loew's Theatres.

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Theatre .....

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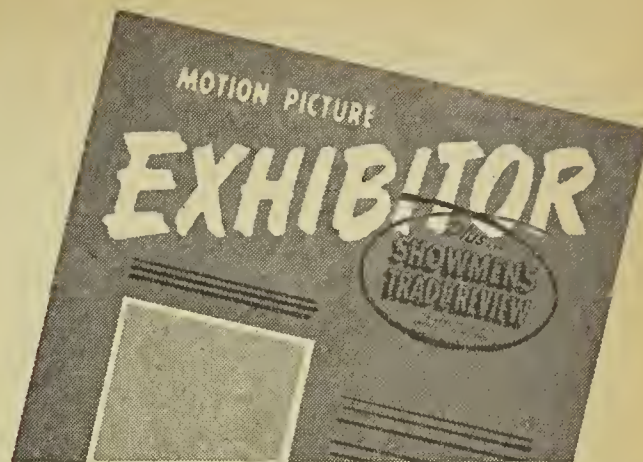
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# SERVICESECTION

THE CHECK-UP of all Features and Short Subjects  
as reviewed and compiled during the past 12 months

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 24 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVICESECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issue of each August will always contain a complete annual index. Combined, the yellow paper SERVICESECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness. Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 246-48 N. Clarion St., Philadelphia 7, Penna.



MAY 13, 1959 SECTION TWO  
Vo. 62, No. 1

## FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C-Comedy  
CAR-Cartoon  
COMP-Compilation  
D-Drama  
DOC-Documentary  
MD-Melodrama  
MU-Musical  
W-Western  
NOV-Novelty  
TRAV-Travelogue

Number, followed by m, is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following running time indicate projection and color processes, such as

CS-CinemaScope  
DC-DeLuxe Color  
EC-Eastman Color  
MC-MetroColor  
NA-Naturama  
RE-Reissue  
RS-Regalscope  
SS-SuperScope  
TC-Technicolor  
TE-Technirama  
TR-Truecolor  
VV-VistaVision  
WC-WarnerColor  
C-Other color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and date of issue when MOTION PICTURE EXHIBITOR published the complete analytical review, plus an evaluation of the particular picture's box-office worth.

## ALLIED ARTISTS

### DISTRIBUTED DURING THE PAST 12 MONTHS

5828 ACCURSED, THE—MD-78m.—Donald Wolfelt, Jane Griffiths—4533 (11-26-58)—Okay programmer—English  
5905 AL CAPONE—MD-104m.—Rod Steiger, Fay Spain—4561 (2-25-59)—Well-done crime entry  
5904 ARSON FOR HIRE—MD-68m.—Steve Brodie, Lyn Thomas—4561 (2-25-59)—Routine lower half filler  
5818 ATTACK OF THE 60 FT. WOMAN—MD-66m.—Allison Hayes, William Hudson—4477 (6-11-58)—Science fiction dualler  
5821 BULLWHIP—W-80m.—(CS; DC)—Guy Madison, Rhonda Fleming—4481 (6-25-58)—Average western  
5902 COSMIC MAN, THE—MD-72m.—Bruce Bennett, Angela Greene—4553 (1-28-59)—Science fiction entry for the supporting slot  
5812 CRY BABY KILLER, THE—MD-62m.—Harry Lauter, Carolyn Mitchell—4497 (6-6-58)—Juvenile delinquency tale for lower half  
5824 FRANKENSTEIN—1970—MD-83m.—(CS)—Boris Karloff, Jana Lund—4525 (10-29-58)—Adult horror programmer has Karloff name  
5903 GIANT BEHEMOTH, THE—MD-79m.—Gene Evans, Andre Morell—4573 (4-8-59)—Good science fiction—England  
5823 GUNSMOKE IN TUCSON—W-80m.—(CS; DC)—Mark Stevens, Gale Robbins—4493 (7-23-58)—Okay western  
5804 HELL'S FIVE HOURS—MD-73m.—Stephen McNally, Coleen Gray—4469 (5-28-58)—Suspenseful programmer  
5731 HONG KONG AFFAIR—MD-79m.—Jack Kelly, May Wynn—4493 (7-23-58)—Okay programmer  
5901 HOUSE ON HAUNTED HILL—MD-75m.—Vincent Price, Carol Ohmart—4545 (12-24-58)—Okay ghost, horror entry  
5825 HOT CAR GIRL—MD-71m.—Richard Bakalyan, June Kenney—4497 (8-6-58)—For lower half  
5833 IN-BETWEEN AGE—MU-78m.—Terry Dore, Mary Steele—4505 (9-3-58)—British rock 'n' roll dualler—England  
5839 JOHNNY ROCCO—MD-84m.—Richard Eyer, Stephen McNally, Coleen Gray—4541 (12-10-58)—Good programmer  
5813 JOY RIDE—D-84½m.—Rod Fulton, Ann Doran—4533 (11-26-58)—Interesting programmer  
5831 LEGION OF THE DOOMED—75m.—Bill Williams, Dawn Richard—4533 (11-26-58)—Foreign Legion entry for lower half  
5830 LITTLEST HOBO, THE—D-77m.—Buddy Hart, Wendy Stuart—4513 (9-17-58)—Good show for the younger set  
5829 NEW ORLEANS AFTER DARK—MD-71m.—Stacy Harris, Ellen Moore—4485 (7-9-58)—For the lower half  
5815 NEVER LOVE A STRANGER—MD-90m.—John Drew Barrymore, Lita Millan—4485 (7-9-58)—Gangster meller for top half  
5816 PAGANS, THE—MD-80m.—Pierre Cressoy, Helene Remy—4493 (7-23-58)—Cloak and dagger spectacle—Italy  
5826 QUEEN OF OUTER SPACE—MD-79½m.—(CS; DC)—Zsa Zsa Gabor, Eric Fleming—4513 (9-17-58)—Okay science fiction entry  
5837 REVOLT IN THE BIG HOUSE—MD-79m.—Gene Evans, Arlene Hunter—4529 (11-12-58)—Good prison story  
5814 SEVEN GUNS TO MESA—W-69m.—Charles Quinlivan, Lois Albright—4469 (5-28-58)—Average western  
5820 SNOWFIRE—W-73m.—(C)—Don Megowan, Molly McGowan—4501 (8-20-58)—Good entry for the youngsters  
5819 SPY IN THE SKY—MD-74m.—Steve Brodie, Andrea Domburg—4505 (9-3-58)—International intrigue programmer  
5822 UNWED MOTHER—D-74m.—Norma Moore, Robert Vaughn—4533 (11-26-58)—Well-made program entry  
5817 WAR OF THE SATELLITES—MD-66m.—Dick Miller, Susan Cabot—4477 (6-11-58)—Average programmer  
5836 WOLF LARSEN—MD-83m.—Barry Sullivan, Gita Hall—4529 (11-12-58)—Good programmer

### COMING FEATURES IN ORDER OF RELEASE

April BATTLE FLAME, THE—Scott Brady, Elaine Edwards  
May BEATSVILLE—Gregg Palmer, Kathleen Crowley  
May SPEED CRAZY—Brett Halsey, Yvonne Lime  
May LITTLE RASCALS VARIETIES—Compilation  
June BEYOND THIS PLACE—Van Johnson, Vera Miles  
June KING OF THE WILD STALLIONS—(CS; DC)—George Montgomery, Diane Brewster

### COMING

BAT, THE—Vincent Price, Agnes Moorehead  
BIG CIRCUS, THE—(CS; TC)—Victor Mature, Rhonda Fleming  
CRIME AND PUNISHMENT, U. S. A.—George Hamilton, Mary Murphy  
FACE OF THE FIRE—Cameron Mitchell, Miko O'Casey  
RIOT IN CELL BLOCK 11—Neville Brand

## AMERICAN INTERNATIONAL

### DISTRIBUTED DURING THE PAST 12 MONTHS

ATTACK OF THE PUPPET PEOPLE—MD-78m.—John Agar, June Kenny—4501 (8-20-58)—Okay programmer  
BONNIE PARKER STORY, THE—MD-79m.—(Superama)—Dorothy Provine, Jack Hogan—4481 (6-25-58)—Fair crime package entry  
BRAIN EATERS, THE—MD-60m.—Edwin Nelson, Joanna Lee—4541 (12-10-58)—Routine science fiction  
COOL AND THE CRAZY—MD-76m.—Scott Marlowe, Gigi Perreau—4521 (10-15-58)—Teenage dope meller  
DRAGSTRIP RIOT—MD-87m.—Gary Clarke, Yvonne Lime—4521 (10-15-58)—Teenage dualler  
HELL SQUAD—MD-64m.—Wally Compo, Brandon Carroll—4517 (10-1-58)—Program war meller  
HIGH SCHOOL HELLCATS—MD-70m.—Yvonne Lime, Bret Halsey—4525 (10-29-58)—Teenage problem programmer  
HORRORS OF THE BLACK MUSEUM—MD-95m.—(CS; EC)—Michael Gough, June Cunningham—4577 (4-22-59)—Well made horror entry—England  
HOT ROD GANG—CMU—72m.—John Ashley, Jody Fair, Gene Vincent—4525 (10-29-58)—Rock 'n' roll programmer  
HOW TO MAKE A MONSTER—MD-75m.—(Partly color)—Robert H. Harris—4541 (12-10-58)—Okay horror meller  
JET ATTACK—MD-68m.—John Agar, Audrey Totter—4477 (6-11-58)—War film for lower half  
MACHINE GUN KELLY—MD-84m.—(Superama)—Charles Bronson, Susan Cabot—4481 (6-25-58)—Mediocre part of crime package  
NIGHT OF THE BLOOD BEAST—65m.—Michael Emmet, Angela Greene—4533 (11-26-58)—Minor science fiction entry  
PARATROOP COMMAND—D-83m.—Richard Bakalyan, Carolyn Hughes—4565 (3-11-59)—Effective war programmer  
SCREAMING SKULL, THE—MD-70m.—John Hudson, Peggy Webber—4545 (12-24-58)—Okay for the horror program  
SHE GODS OF SHARK REEF—MD-63m.—(C)—Don Durant, Lisa Montell—4534 (11-26-58)—Okay novelty programmer—Made in Hawaii  
SPIDER, THE—MD-72m.—Ed Kemmer, June Kenny—4525 (10-29-58)—Average horror entry  
SUBMARINE SEAHAWK—D-77m.—John Bentley, Brett Halsey—4565 (3-11-59)—Typical sub story for program  
SUICIDE BATTALION—MD-79m.—Michael Connors, Jewell Lain—4477 (6-11-58)—Action film for lower half  
TANK BATTALION—MD-80m.—Don Kelly, Barbara Luna—4517 (10-1-58)—For the lower half

## . . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classifications of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; B—Objectionable in Part for All; C—Condemned; SC—Separate Classification, follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

A

Accursed, The . . . . . A2 AA  
Adam and Eve . . . . . SC For.  
Affairs of Julie, The . . . . . For.  
Al Capone . . . . . A3 AA  
Alaskan Passage . . . . . B Fox  
Alias Jesse James . . . . . A1 UA  
Alligator People, The . . . . . Fox  
Anatomy of a Murder . . . . . Col.  
Andy Hardy Comes Home . . . . . A1 MGM  
Angry Hills, The . . . . . MGM  
Anna Lucasta . . . . . A3 UA  
Any Way the Wind Blows . . . . . U-I  
Apache Territory . . . . . A1 Col.  
Appointment with a Shadow . . . . . A2 UI  
Arson for Hire . . . . . A2 AA  
As Young as We Are . . . . . A3 Par.  
Ask Any Girl . . . . . MGM  
Attack of the Puppet People . . . . . A1 AI  
Attack of the 50 Ft. Woman . . . . . B AA  
Attila . . . . . A2 For.  
Auntie Mame . . . . . A3 WB

## PLEASE NOTE . . .

This yellow paper SERVICESECTION is corrected, re-edited, and brought up to date every second week;—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF



## B

Bad Girl	For.
Badlanders, The	A3 MGM
Badman's Country	A1 WB
Ballerina	For.
Bandit of Zhohe, The	A1 Col.
Barbarian and the Geisha, The	A1 Fox
Bat, The	AA
Battle Flame, The	A1 AA
Battle of the Coral Sea	Col.
Beat Generation, The	B MGM
Beatville	AA
Bell, Book and Candle	A3 Col.
Ben Hur	MGM
Band of the River—RE	A1 U-I
Beyond This Place	AA
Big Barrier, The	For.
Big Circus, The	AA
Big Country, The	A2 UA
Big Operator, The	MGM
Bigamist, The	For.
Black Orchid, The	A1 Par.
Blaze of Noon—RE	A1 Par.
Blob, The	A2 Par.
Blood Of Bataan	For.
Blood of the Vampire	B UI
Blue Angel, The	Fox
Blue Denim	Fox
Blue Murder at St. Trinian's	For.
Bonnie Parker Story	B AI
Born Reckless	B WB
Brain Eaters, The	A2 A-I
Bramble Bush, The	WB
Bravados, The	A2 Fox
Buccaneer, The	A1 Par.
Buchanan Rides Alone	A1 Col.
Bullwhip	A2 AA
But Not for Me	Par.

## C

Caine Mutiny, The—RE	A1 Col.
Camp on Blood Island, The	A2 Col.
Captain from Kopenick, The	A1 For.
Career	Par.
Case of Dr. Laurent, The	SC For.
Cast A Long Shadow	UA
Cat, The	For.
Cat on a Hot Tin Roof	A3 MGM
Certain Smile, A	A3 Fox
China Doll	A3 UA
Circle, The	For.
Cirous of Love	For.
City of Fear	A2 Col.
Colossus of New York, The	A2 Par.
Compulsion	A3 Fox
Contraband Spain	For.
Cool and The Crazy	A3 AI
Cop Hater	B UA
Cosmo Man, The	A1 AA
Cosmic Monsters, The	A2 For.
Count Your Blessings	A3 MGM
Counterplot	UA
Country Music Holiday	A1 Par.
Crawling Eye, The	A2 For.
Crime and Punishment U. S. A.	A3 AA
Crimson Kimono, The	Col.
Cry Baby Killer, The	A2 AA
Cry from the Streets, A	A2 For.
Cry Tough	UA
Curse of the Faceless Man, The	A2 UA
Curse of the Undead	U-I

## D

Daddy-O	A-I
Damn Yankees	A3 WB
Dangerous Exile	A1 For.
Dangerous Youth	A2 WB
Darby O'Gill and the Little People	Misc.
Date With Death, A	Misc.
Day of the Outlaw	UA
Deadly Decision	For.
Decks Ran Red, The	A3 MGM
Defiant Ones, The	A3 UA
Demonique	A2 For.
Desert Hell	A1 Fox
Devil's Disciple, The	UA
Diary of Anne Frank	A1 UA
Diary of a High School Bride	AI
Doctor's Dilemma, The	A3 MGM
Don't Give Up The Ship	Par.
Dragstrip Riot	B AI
Dreaming Lips	For.
Dunkirk	A1 MGM

## E

Eightth Day of the Week, The	For.
Embezzled Heaven	For.
Enchanted Island	A2 WB
Escort West	A1 UA

## F

Face of the Fire	AA
Face of a Fugitive	A2 Col.
FBI Story, The	WB
Fearmakers, The	A2 UA
Fiend Without a Face	A3 MGM
Fiend Who Walked the West, The	B Fox

TEENAGE CAVEMAN—MD-65m.—Robert Vaughn, Leslie Bradley—4541 (12-10-58)—For the lower half  
TERROR FROM THE YEAR 5,000—MD-74m.—Ward Costello, Joyce Holden—4541 (12-10-58)—Lower half horror thriller  
WAR OF THE COLOSSAL BEAST—MD-68m.—Sally Fraser, Dean Parkin—4501 (8-20-58)—Fair exploitation programmer

## TO BE REVIEWED

DADDY-O—Dick Contino, Sandra Giles  
DIARY OF A HIGH SCHOOL BRIDE—Anita Leigh  
GHOST IN THE HOUSE—Hot Rod Gang  
HEADLESS GHOST, THE—(CS)—Richard Lyon, Lilliane Sottane  
JAILBREAKERS, THE—Robert Hutton, Mary Castle  
OPERATION DAMES—Eve Meyer, Charles Henderson  
ROAD RACERS—Joel Laurence, Sally Fraser  
TANK COMMANDOS—Robert Barron

## COLUMBIA

## DISTRIBUTED DURING THE PAST 12 MONTHS

314	APACHE TERRITORY—W-75m.—(EC)—Rory Calhoun, Barbara Bates—4513 (9-17-58)—Okay action programmer
	BANDIT OF ZHOBE, THE—MD-80m.—(CS; TC)—Victor Mature, Anne Aubrey—4565 (3-11-59)—Familiar desert action programmer
319	BELL, BOOK, AND CANDLE—C-103m.—(TC)—James Stewart, Kim Novak—4526 (10-29-58)—Cute comedy has lots to offer
309	BUCHANAN RIDES ALONE—W-78m.—(C)—Randolph Scott, Craig Stevens—4505 (9-3-58)—Good western for the program
	CAINE MUTINY, THE—D-125m.—Humphrey Bogart, May Wynn—4573 (4-8-59)—For the bigger money—Reissue
303	CAMP ON BLOOD ISLAND, THE—MD-81m.—(MS)—Carl Mohner, Barbara Shelley—4505 (9-3-58)—Exploitable Jap prison camp meller—England
328	CITY OF FEAR—MD-81m.—Vince Edwards, Patricia Blair—4549 (1-14-59)—Interesting programmer
	FACE OF A FUGITIVE—W-81m.—(EC)—Fred MacMurray, Dorothy Green—4581 (5-6-59)—Good western for program
330	FORBIDDEN ISLAND—MD-66m.—(C)—Jon Hall, Nan Adams—4557 (2-11-59)—Undersea yarn for lower half
241	FROM HERE TO ETERNITY—D-118m.—(RE)—Burt Lancaster, Deborah Kerr—4469 (5-28-58)—High rating reissue
313	GHOST OF THE CHINA SEA—MD-79m.—David Brian, Lynn Bernay—4505 (9-3-58)—Strictly lower half fare
327	GIDEON OF SCOTLAND YARD—MD-91m.—Jack Hawkins, Anna Lee—4553 (1-28-59)—Satisfactory detective story for the program—England
	GIDGET—C-95m.—(CS; EC)—Sandra Dee, James Darren—4569 (3-25-59)—Entertaining, fun-filled entry
	GILDA—D-110m.—Rita Hayworth, Glenn Ford—4577 (4-22-59)—Well-made drama with music should get the business—Re.
323	GOOD DAY FOR A HANGING—W-85m.—(EC)—Fred MacMurray, Maggie Hayes—4545 (12-24-58)—Average western
302	GUNMAN'S WALK—D-97m.—(CS; TC)—Van Heflin, Tab Hunter, Kathryn Grant—4506 (9-3-58)—Excellent western
331	GUNMEN FROM LAREDO—W-67m.—(C)—Robert Knapp, Jana Davi—4561 (2-25-59)—Mediocre western for the program
2074	HELL BELOW ZERO—MD-91m.—(RE)—Alan Ladd, Joan Tetzel—4469 (5-28-58)—Actionful Ladd reissue
	HEY BOY! HEY GIRL!—MU-81m.—Louis Prima, Keely Smith—4577 (4-22-59)—Enjoyable romp for pop music fans
	IT HAPPENED TO JANE—C-98m.—(EC)—Doris Day, Jack Lemmon—4577 (4-22-59)—Highly entertaining comedy
334	JUKE BOX RHYTHM—MU-81m.—Jo Morrow, Jack Jones—4569 (3-25-59)—Pop music bonanza for the younger set
301	KEY, THE—D-125m.—(CS)—William Holden, Sophia Loren—4506 (9-3-58)—High rating drama of love and war
315	KILL HER GENTLY—MD-73m.—Griffith Jones, Maureen Connell—4517 (10-1-58)—Program filler—England
325	LAST BLITZKRIEG, THE—MD-84m.—Van Johnson, Kerwin Mathews—4545 (12-24-58)—Interesting war film
316	LAST HURRAH, THE—CD-121m.—Spencer Tracy, Dianne Foster—4521 (10-15-58)—High rating entertainment
306	LIFE BEGINS AT 17—D-75m.—Mark Damon, Dorothy Johnson—4506 (9-3-58)—Okay teen-age programmer
321	MAN INSIDE, THE—MD-89m.—Jack Palance, Anita Ekberg—4529 (11-12-58)—Okay adventure yarn
	MAN IN THE SADDLE—W-87m.—Randolph Scott, Joan Leslie—4581 (5-6-59)—Outdoor show has names to help—Reissue
310	ME AND THE COLONEL—CD-109m.—Danny Kaye, Nicole Maurey—4506 (9-3-58)—Highly entertaining entry
322	MURDER BY CONTRACT—D-81m.—Vince Edwards—4542 (12-10-58)—Well done crime story
317	MURDER REPORTED—MD-58m.—Paul Carpenter, Melissa Stribling—4526 (10-29-58)—Lower half filler—England
	ON THE WATERFRONT—MD-108m.—Marlon Brando, Eva Marie Saint—4573 (4-8-59)—Rugged meller rates with the best—Reissue
2073	PARATROOPER—MD-88m.—(RE)—Alan Ladd, Susan Stephen—4469 (5-28-58)—Reissue Ladd starrer has angles
304	REVENGE OF FRANKENSTEIN—MD-90m.—(TC)—Peter Cushing, Eunice Gayson—4506 (9-3-58)—Good horror entry—England
326	RIDE LONESOME—W-73m.—(CS; C)—Randolph Scott, Karen Steele—4557 (2-11-59)—Good western
	SANTA FE—W-88m.—Randolph Scott, Janis Carter—4581 (5-6-59)—Good outdoor show—Reissue
324	SENIOR PROM—MU-82m.—Jill Corey, Paul Hampton—4546 (12-24-58)—Excellent, tune-filled entry should have wide appeal
320	SEVENTH VOYAGE OF SINBAD, THE—FAN-89m.—(TC; D Y)—Kervin Mathews, Kathryn Grant—4534 (11-26-58)—High rating fantasy of Arabian Nights type
312	SHE PLAYED WITH FIRE—MD-95m.—Jack Hawkins, Ariene Dahl—4506 (9-3-58)—Interesting mystery for the Program—England
308	SNORKEL, THE—MD-74m.—Peter Van Eyck, Bette St. John—4506 (9-3-58)—Good suspense entry
307	TANK FORCE—MD-86m.—(CS; TC)—Victor Mature, Luellana Paluzzi—4506 (9-3-58)—African War action for the program—Eng and
318	TARAWA BEACHHEAD—MD-77m.—Kervin Mathews, Julie Adams—4529 (11-12-58)—Satisfactory programmer of Marines in action
329	TWO-HEADED SPY, THE—MD-93m.—Jack Hawkins, Gia Scala—4546 (12-24-58)—Good programmer—England
	VERBOTEN—MD-87m.—James Best, Susan Cummings—4571 (3-25-59)—Interesting program entry
311	WHOLE TRUTH, THE—MD-84m.—Stewart Granger, Donna Reed—4506 (9-3-58)—Average whodunit for the program—England
	YOUNG LAND, THE—W-89m.—(T)—Pat Wayne, Yvonne Craig—4577 (4-22-59)—New faces spark western

## COMING FEATURES IN ORDER OF RELEASE

June	H-MAN, THE—Cast to be announced
June	IDOL ON PARADE—William Bendix, Anne Aubrey—England
June	WOMAN EATER, THE—George Colours, Vera Day

## COMING

ANATOMY OF A MURDER—James Stewart, Lee Remick  
BATTLE OF THE CORAL SEA—Cliff Robertson, Gia Scala  
CRIMSON KIMONO, THE—Victoria Shaw, James Shigeta  
KILLERS OF THE KILIMANJARO—(CS; EC)—Robert Taylor, Anne Aubrey  
LAST ANGRY MAN, THE—Paul Muni, Betsy Palmer  
LEGEND OF TOM DOOLEY, THE—Michael Landon, Jo Morrow  
MAN ON A STRING—Ernest Borgnine, Coleen Dewhurst  
MIDDLE OF THE NIGHT—Kim Novak, Fredric March  
MOUSE THAT ROARED, THE—Jean Seberg, Peter Sellers—England  
ONCE MORE WITH FEELING—(TC)—Yul Brynner, Kay Kendall  
OUR MAN IN HAVANA—(CS)—Alec Guinness, Maureen O'Hara  
PORGY AND BESS—(Todd A-O; C)—Sidney Poitier, Dorothy Dandridge—Goldwyn  
RIM OF THE CANYON—(CS; C)—Cornel Wilde, Victoria Shaw  
THEY CAME TO CORDURA—(CS; C)—Gary Cooper, Rita Hayworth, Van Heflin  
THOUSAND AND ONE ARABIAN NIGHTS—(TC)—UPA Cartoon feature  
30 FT. BRIDE OF CANDY ROCK, THE—Lou Costello, Dorothy Provine  
YESTERDAY'S ENEMY—Stanley Baker—England

## MGM

## DISTRIBUTED DURING THE PAST 12 MONTHS

832	ANDY HARDY COMES HOME—CD-78m.—Mickey Rooney, Patricia Breslin—4498 (8-6-58)—Welcome return of popular family series
828	BADLANDERS, THE—W-83m.—(CS; MC)—Alan Ladd, Katy Jurado—4493 (7-23-58)—Very good western
901	CAT ON A HOT TIN ROOF—D-108m.—(MC)—Elizabeth Taylor, Paul Newman—4506 (9-3-58)—Well-made filmization of play
919	COUNT YOUR BLESSINGS—CD-102m.—(CS; MC)—Deborah Kerr, Rossano Brazzi—4573 (4-8-59)—Entertaining
903	DECKS RAN RED, THE—D-83m.—James Mason, Dorothy Dandridge—4517 (10-1-58)—Well-made, suspense shocker
909	DOCTOR'S DILEMMA, THE—98m.—(EC)—Leslie Caron, Dirk Bogarde—4546 (12-24-58)—Good for the art spots—England
902	DUNKIRK—D-113m.—John Mills, Robert Urquhart—4506 (9-3-58)—Well-made war film—England
915	FIRST MAN INTO SPACE—MD-77m.—Marshall Thompson, Marla Landi—4557 (2-11-59)—Okay science fiction for the program
823	FIEND WITHOUT A FACE—MD-77m.—Marshall Thompson, Kim Parker—4478 (6-11-58)—Horror item for the exploitation show—England
825	GIGI—MU-116m.—(CS; MC)—Leslie Caron, Maurice Chevalier—4470 (5-28-58)—Delightful entertainment
914	GREEN MANSIONS—D-101m.—(CS; MC)—Audrey Hepburn, Anthony Perkins—4569 (3-25-59)—Moderately entertaining
822	HAUNTED STRANGLER, THE—MD-81m.—Boris Karloff, Diane Audrey—4478 (6-11-58)—Good horror entry—England
826	HIGH SCHOOL CONFIDENTIAL—MD-85m.—(CS)—Russ Tamblyn, Jan Sterling—4470 (5-28-58)—Another entry on high school delinquency
830	IMITATION GENERAL—C-88m.—(CS)—Glenn Ford, Red Buttons, Taina Elg—4482 (6-25-58)—Good war comedy
910	JOURNEY, THE—D-125m.—(TC)—Deborah Kerr, Yul Brynner—4557 (2-11-59)—Exciting entertainment
824	LAW AND JAKE WADE, THE—W-86m.—(CS; MC)—Robert Taylor, Patricia Owens—4478 (6-11-58)—Highly effective western
912	MATING GAME, THE—C-96m.—(CS; MC)—Debbie Reynolds, Tony Randall—4561 (2-25-59)—Highly amusing comedy
911	NIGHT OF THE QUARTER MOON—D-96m.—(CS)—Julie London, John Drew Barrymore—4558 (2-11-59)—Off-beat, interesting drama
913	NOWHERE TO GO—MD-89m.—George Nader—4565 (3-11-59)—For the lower half—England
905	PARTY GIRL—MD-99m.—(CS; MC)—Robert Taylor, Cyd Charisse—4526 (10-29-58)—Push gangster meller is action-packed
829	RELUCTANT DEBUTANTE, THE—C-94m.—(CS; MC)—Rex Harrison, Kay Kendall—4498 (8-6-58)—Entertaining, light-weight comedy
908	SOME CAME RUNNING—D-136m.—(CS; MC)—Frank Sinatra, Dean Martin—4546 (12-24-58)—Highly interesting and should draw
831	TARZAN'S FIGHT FOR LIFE—MD-86m.—(C)—Gordon Scott, Eve Brent—4486 (7-9-58)—Okay for Tarzan fans
904	TORPEDO RUN—MD-98m.—(CS; MC)—Glenn Ford, Diane Brewster—4526 (10-29-58)—Good submarine entry



- 907 **TOM THUMB**—FAN-98m.—(TC)—Russ Tamblyn, June Thorburn—4534 (11-26-58)—High rating entertainment, especially for youngsters—England
- 906 **TUNNEL OF LOVE, THE**—C-98m.—(CS)—Doris Day, Richard Widmark—4521 (10-15-58)—Highly entertaining comedy for adults
- 918 **WATUSI**—MD-85m.—(TC)—George Montgomery, Taina Elg—4578 (4-22-59)—Okay programmer
- 917 **WORLD, THE FLESH AND THE DEVIL, THE**—D-95m.—(CS)—Harry Belafonte, Inger Stevens—4573 (4-8-59)—Unusual highly interesting drama

COMING FEATURES IN ORDER OF RELEASE

- June **ASK ANY GIRL**—(C)—David Niven, Shirley MacLaine
- May **MYSTERIANS, THE**—Japanese-made
- June **ANGRY HILLS, THE**—(CS)—Robert Mitchum, Elisabeth Mueller
- July **BEAT GENERATION, THE**—Steve Cochran, Mamie Van Doren
- July **NORTH BY NORTHWEST**—(MC)—Cary Grant, Eva Marie Saint, James Mason
- Aug. **FOR THE FIRST TIME**—(TC)—Mario Lanza, Zsa Zsa Gabor
- Aug. **TARZAN, THE APE MAN**—(C)—Denny Miller
- Sept. **BIG OPERATOR, THE**—Mickey Rooney, Mamie Van Doren

COMING

- BEN HUR**—(Camera 65 :MC)—Charlton Heston, Jack Hawkins
- GIRLS' TOWN**—Mamie Van Doren, Mel Tormé
- HOME FROM THE HILL**—(CS; MC)—Robert Mitchum, Eleanor Parker
- IT STARTED WITH A KISS**—(CS; MC)—Glenn Ford, Debbie Reynolds
- LIBEL**—Dirk Bogarde, Olivia DeHavilland—England
- SCAPEGOAT, THE**—Alec Guinness, Bette Davis
- WRECK OF THE MARY DEARE, THE**—(CS; C)—Gary Cooper, Charlton Heston

PARAMOUNT

DISTRIBUTED DURING THE PAST 12 MONTHS

- 5804 **AS YOUNG AS WE ARE**—D-76m.—Robert Harland, Pippa Scott—4513 (9-17-58)—Satisfactory drama with teen appeal
- 5813 **BLACK ORCHID, THE**—D-96m.—Sophia Loren, Anthony Quinn—4553 (1-28-59)—Fine, entertaining drama
- 5722 **BLAZE OF NOON**—D-91m.—(RE)—Anne Baxter, William Holden—4470 (5-28-58)—Exploitable reissue has names
- 5801 **BLOB, THE**—MD-85m.—(DC)—Steven McQueen, Aneta Corsaut—4513 (9-17-58)—Okay science fiction programmer
- 5809 **BUCCANEER, THE**—D-121m.—(VV; TC)—Yul Brynner, Claire Bloom—4546 (12-24-58)—Well-made spectacle has names to help
- 5733 **COLOSSUS OF NEW YORK, THE**—MD-70m.—Ross Martin, Mala Powers—4470 (5-28-58)—Routine science fiction meller
- 5714 **COUNTRY MUSIC HOLIDAY**—MU-81m.—Ferlin Husky, Zsa Zsa Gabor—4482 (6-25-58)—Lower half filler
- 5823 **FIVE PENNIES, THE**—MUCD-117m.—(TC; VV)—Danny Kaye, Barbara Bel Geddes—4581 (5-6-59)—Solid entertainment
- 5808 **GEISHA BOY, THE**—C-98m.—(TC)—Jerry Lewis, Marie McDonald—4534 (11-26-58)—Moderately amusing Jerry Lewis entry
- 5818 **HANGMAN, THE**—W-86m.—Robert Taylor, Tina Louise—4578 (4-22-59)—Western has angles
- 5806 **HOUSEBOAT**—CD-112m.—(VV; TC)—Cary Grant, Sophia Loren—4514 (9-17-58)—Highly entertaining entry
- 5807 **HOT ANGEL, THE**—MD-73m.—Jackie Loughery, Edward Kemmer—4542 (12-10-58)—Actionful programmer
- 5802 **I MARRIED A MONSTER FROM OUTER SPACE**—MD-78m.—Tom Tryon, Gloria Talbott—4522 (10-15-58)—Okay science fiction entry
- 5734 **KING CREOLE**—MUMD-116m.—Elvis Presley, Carolyn Jones—4479 (6-11-58)—Exploitable musical meller
- 5821 **LAST TRAIN FROM GUN HILL, THE**—W-94m.—(T; VV)—Kirk Douglas, Carolyn Jones—4578 (4-22-59)—Suspenseful, big scale western
- 5736 **MATCHMAKER, THE**—CD-100m.—(VV)—Shirley Booth, Anthony Perkins—4498 (8-6-58)—Humorous entry for discriminating audiences
- 5723 **NORTHWEST MOUNTED POLICE**—MD-125m.—(RE) (TC)—Gary Cooper, Madeline Carroll—4471 (5-28-58)—Names, action and color should help reissue
- 5803 **PARTY CRASHERS, THE**—MD-78m.—Mark Damon, Connie Stevens—4514 (9-17-58)—Teen-age programmer
- R5815 **PLACE IN THE SUN, A**—D-122m.—Montgomery Clift, Elizabeth Taylor—4562 (2-25-59)—High rating new version of Theodore Dreiser's "An American Tragedy"—Reissue
- 5735 **ROCK-A-BYE BABY**—C-103m.—(VV; TC)—Jerry Lewis, Marilyn Maxwell—4479 (6-11-58)—Highly amusing Lewis entry
- R5819 **SHANE**—W-117m.—(TC)—Alan Ladd, Jean Arthur—4574 (4-8-59)—Powerful outdoor show—Reissue
- 5720 **SPACE CHILDREN, THE**—MD-69m.—Adam Williams, Peggy Webber—4471 (5-28-58)—Science fiction programmer
- R5816 **STALAG 17**—CD-120m.—William Holden, Don Taylor—4562 (2-25-59)—Comedy drama of prison war camp is headed for better grosses—Reissue
- 5814 **TEMPEST**—MD-125m.—(TE; TC)—Silvana Magano, Van Heflin—4553 (1-28-59)—Exciting spectacle
- 5817 **THUNDER IN THE SUN**—W-81m.—(EC)—Susan Hayward, Jeff Chandler—4574 (4-8-59)—Off-beat entry has angles
- 5810 **TOKYO AFTER DARK**—D-80m.—Michi Kobi, Richard Long—4547 (12-24-58)—Fair programmer
- 5811 **TRAP, THE**—MD-84m.—(TC)—Richard Widmark, Tina Louise—4554 (1-28-59)—Interesting, name-packed action drama
- 5805 **WHEN HELL BROKE LOOSE**—D-78m.—Charles Bronson, Violet Rensing—4526 (10-29-58)—Interesting, effective programmer
- 5812 **YOUNG CAPTIVES, THE**—MD-61m.—Steven Marlo, Luana Patten—4558 (2-11-59)—Excellent programmer

COMING FEATURES IN ORDER OF RELEASE

- June **DON'T GIVE UP THE SHIP**—Jerry Lewis, Dina Merrill

COMING

- BUT NOT FOR ME**—(VV)—Clark Gable, Carroll Baker
- CAREER**—Dean Martin, Shirley MacLaine
- HELLER WITH A GUN**—(TC)—Sophia Loren, Anthony Quinn
- JAYHAWKERS, THE**—(VV; TC)—Jeff Chandler, Nicole Maurey
- MAN WHO COULD CHEAT DEATH, THE**—(TC)—Anton Differing, Hazel Court—England
- ONE-EYED JACKS**—(VV; TC)—Marlon Brando, Katy Jurado
- TARZAN'S GREATEST ADVENTURE**—(C)—Gordon Scott, Sara Shane
- THAT KIND OF WOMAN**—Sophia Loren, Tab Hunter
- TOUCH OF LARCENY**—James Mason, Vera Miles—England
- VISIT TO A SMALL PLANET, A**—Jerry Lewis, Joan Blackman

20TH CENTURY FOX

DISTRIBUTED DURING THE PAST 12 MONTHS

- 908 **ALASKA PASSAGE**—MD-72m.—(CS)—Bill Williams, Nora Hayden—4558 (2-11-59)—Adult programmer
- 835 **BARBARIAN AND THE GEISHA, THE**—D-105m.—(CS; DC)—John Wayne, Eiko Ando—4517 (10-1-58)—Interesting, lavish historical saga
- 824 **BRAVADOS, THE**—D-98m.—(CS; DC)—Gregory Peck, Joan Collins—4479 (6-11-58)—Interesting western has names
- 830 **CERTAIN SMILE, A**—D-106m.—(CS; DC)—Rossano Brazzi, Joan Fontaine—4498 (8-6-58)—Interesting, colorful tale of a young girl in love
- 915 **COMPULSION**—D-103m.—(CS)—Orson Welles, Diane Varsi—4558 (2-11-59)—Absorbing, well-made dramatic entertainment
- 822 **DESERT HELL**—MD-82m.—(RS)—Brian Keith, Barbara Hale—4483 (6-25-58)—Mediocre lower half entry
- DIARY OF ANNE FRANK, THE**—D-170m.—(CS)—Millie Perkins, Joseph Schildkraut—4569 (3-25-59)—High rating dramatic entry
- 831 **FIEND WHO WALKED THE WEST, THE**—W-100m.—(CS)—Hugh O'Brian, Robert Evans, Dolores Michaels—4506 (9-3-58)—Suspenseful, brutal western
- 818 **FLAMING FRONTIER**—W-70m.—(RS)—Bruce Bennett, Paisley Maxwell—4487 (7-9-58)—For the lower half
- 821 **FLY, THE**—D-90m.—(CS; DC)—Al Hedison, Patricia Owens—4494 (7-23-58)—Excellent horror entry can be exploited
- 812 **FROM HELL TO TEXAS**—W-100m.—(CS; DC)—Don Murray, Diane Varsi—4471 (5-28-58)—Good western
- 843 **FRONTIER GUN**—W-70m.—(RS)—John Agar, Joyce Meadows—4530 (11-12-58)—Lower half western
- 832 **HARRY BLACK AND THE TIGER**—MD-107m.—(CS; DC)—Stewart Granger, Barbara Rush—4514 (9-17-58)—Interesting adventure yarn
- 905 **I MOBSTER**—MD-80m.—(CS)—Steve Cochran, Lita Milan—4549 (1-14-59)—Good gangster tale for the program
- 837 **IN LOVE AND WAR**—D-111m.—(CS; DC)—Robert Wagner, Dana Wynter—4527 (10-29-58)—Well-made entry has good potential
- 901 **INN OF THE SIXTH HAPPINESS, THE**—D-153m.—(CS; DC)—Ingrid Bergman, Curt Jurgens—4535 (11-26-58)—Superior entertainment
- 907 **INTENT TO KILL**—D-89m.—(CS)—Richard Todd, Betsy Drake—4542 (12-10-58)—Good programmer
- 833 **HUNTERS, THE**—MD-108m.—(CS; DC)—Robert Mitchum, May Britt—4502 (8-20-58)—Interesting yarn of Air Force in action
- 913 **LITTLE SAVAGE**—MD-69m.—Pedro Armendariz, Terry Rango—4570 (3-25-59)—Lower half filler
- 911 **LONE TEXAN**—W-76m.—(RS)—Willard Parker, Audrey Dalton—4554 (1-28-59)—Okay western
- 864 **MARK OF ZORRO, THE**—MD-93m.—(RE)—Tyrone Power, Linda Darnell—4530 (11-12-58)—"Zorro" popularity plus name should see it through
- 839 **MARDI GRAS**—MU-107m.—(CS; DC)—Pat Boone, Christine Carere—4535 (11-26-58)—Enjoyable entertainment
- 828 **NAKED EARTH**—D-96m.—(CS)—Richard Todd, Juliette Greco—4487 (7-9-58)—Interesting, off-beat programmer
- 841 **NICE LITTLE BANK THAT SHOULD BE ROBBED, A**—C-87m.—(CS)—Tom Ewell, Dina Merrill—4547 (12-24-58)—Fair comedy
- 904 **RALLY 'ROUND THE FLAG BOYS**—C-106m.—(CS; DC)—Paul Newman, Joanne Woodward—4549 (1-14-59)—Cute, highly amusing comedy

- Fire Under Her Skin**..... A2 For.
- First Man Into Space**..... A2 MGM
- Five Pennies, The**..... Par.
- Flaming Frontier**..... A1 Fox
- Flesh and the Woman**..... For.
- Floods of Fear**..... U-I
- Fly, The**..... A2 Fox
- Flying Classroom, The**..... For.
- Folies Bergere**..... For.
- Forbidden Island**..... B Col.
- Forbidden Paradise**..... For.
- For the First Time**..... MGM
- Forbidden Fruit**..... B For.
- Four Skulls of Jonathan Drake, The**..... UA
- Foxiest Girl in Paris**..... For.
- Frankenstein—1970**..... A3 AA
- Frankenstein's Daughter**..... B Miso.
- Friendly Persuasion**..... A1 AA
- From Hell to Texas**..... A1 Fox
- From Here to Eternity—RE**..... B Col.
- From the Earth to the Moon**..... A1 WB
- Frontier Gun**..... A2 Fox

G

- Geisha Boy, The**..... A2 Par.
- Ghost in the House**..... AA
- Ghost of the China Sea**..... A1 Col.
- Giant Behemoth, The**..... AA
- Gidget**..... A3 Col.
- Gideon of Scotland Yard**..... A1 Col.
- Gigantis, The Fire Monster**..... A2 WB
- Gigl**..... A3 MGM
- Gilda—RE**..... Col.
- Girl In The Bikini, The**..... B For.
- Girl With An Itch**..... Miso.
- Girls, Guns and Gangsters**..... UA
- Girls of the Night**..... For.
- Girls' Town**..... MGM
- Go, Johnny, Go**..... Miso.
- God's Little Acre**..... B UA
- Good Day for a Hanging**..... A1 Col.
- Grand Maneuver, The**..... B For.
- Great St. Louis Bank Robbery, The**..... B UA
- Green Mansions**..... A1 MGM
- Gri Gri**..... For.
- Quendalina**..... For.
- Guitars Of Love**..... For.
- Gun Fight At Dodge City**..... UA
- Gun Runners, The**..... A3 UA
- Gunman's Walk**..... A3 Col.
- Gunfighters of Abilene**..... UA
- Gunmen From Laredo**..... A2 Col.
- Guns, Girls and Gangsters**..... B UA
- Gunsake In Tucson**..... A2 AA
- Gypsy and the Gentleman, The**..... For

H

- H-Man, The**..... B Col.
- Hanging Tree, The**..... A2 WB
- Hangman, The**..... A2 Par.
- Happy Is The Bride**..... For.
- Harry Black and the Tiger**..... A3 Fox
- Haunted Strangler, The**..... A3 MGM
- Headless Ghost, The**..... AI
- Havana Story, The**..... UA
- Helen of Troy—RE**..... A2 WB
- Hell Below Zero—RE**..... A2 Col.
- Hell Drivers**..... B For.
- Hell Squad**..... A2 A1
- Hell's Five Hours**..... A1 AA
- Heiler With A Gun**..... Par.
- Hercules**..... A1 WB
- Here Come The Jets**..... For.
- Heroes and Sinners**..... For.
- Hey Boy, Hey Girl**..... A1 Col.
- High School Confidential**..... B MGM
- High School Helicats**..... A3 AI
- Hole In The Head, A**..... UA
- Holiday for Lovers**..... Fox
- Home Before Dark**..... B WB
- Home From The Hill**..... MGM
- Hong Kong Affair**..... A1 AA
- Hong Kong Confidential**..... A1 UA
- Horrors of the Black Museum**..... B AI
- Horse Soldiers, The**..... UA
- Horse's Mouth, The**..... A3 UA
- Hot Angel, The**..... A2 Par.
- Hot Car Girl**..... B AA
- Hot Rod Gang**..... B AI
- Hound of the Baskervilles**..... UA
- Houseboat**..... A2 Par.
- House on Haunted Hill, The**..... A2 AA
- How to Make a Monster**..... A2 AI
- Hunters, The**..... A2 Fox

I

- I Bury the Living**..... A2 UA
- I Married a Monster from Outer Space**..... A2 Par.
- I, Mobster**..... B Fox
- I Was Monty's Double**..... A1 For.
- I Want to Live**..... A3 UA
- Idle On Parade**..... Col.
- If I Give My Life**..... Miso.
- Imitation General**..... A2 MGM
- Imitation Of Life**..... A3 U-I
- In Between Age, The**..... A1 AA
- In Love and War**..... A3 Fox
- Indiscreet**..... A3 WB
- Inn of the Sixth Happiness, The**..... A1 Fox
- Inspector Maigret**..... A3 For.
- Intent to Kill**..... B Fox
- Island of Lost Women**..... A1 WB
- Isle of Levant, The**..... Miso.
- It Happened to Jane**..... A1 Col.
- It Started With A Kiss**..... MGM
- It, the Terror from Beyond Space**..... A1 UA
- It's Never Too Late**..... For.



J		
• Jailbreakers, The.....	AI	Par.
• Jayhawkers, The.....	B	AI
• Jet Attack.....	WB	U-I
• John Paul Jones.....	U-I	AA
• Johnny Dark—RE.....	A1	For.
• Johnny Rocco.....	AA	MGM
• Journey, The.....	A3	AA
• Joy Ride.....	A2	Col.
• Juke Box Rhythm.....	A1	Col.

K		
• Key, The.....	A3	Col.
• Kill Her Gently.....	A2	Col.
• Killers of Kilimanjaro.....	B	Par.
• King Creole.....	A1	AA
• King of the Wild Stallions, The.....	A2	UA
• Kings Go Forth.....		

L		
• La Parisienne.....	B	UA
• Land of the Pharaohs—Re.....	B	WB
• Last Angry Man, The.....	Col.	
• Last Blitzkrieg.....	A2	Col.
• Last Hurrah, The.....	A2	Col.
• Last Mile, The.....	B	UA
• Last of the Fast Guns.....	A1	UI
• Last Train From Gun Hill.....	A2	Par.
• Law and Disorder.....	For.	
• Law and Jake Wade, The.....	A2	MGM
• Law Is The Law, The.....	A2	For.
• Leech, The.....	U-I	
• Legend of Tom Dooley, The.....	Col.	
• Legion of the Doomed.....	A2	AA
• Llano, Jungle Goddess.....	C	For.
• Libel.....	MGM	
• Life Begins at 17.....	A5	Col.
• Light Touch, The.....	A1	U-I
• Little Rascals Varieties.....	AA	
• Little Savage.....	A1	Fox
• Littlest Hobo.....	A1	AA
• Lone Texan.....	A2	Fox
• Lonely Hearts.....	A3	UA
• Look Back In Anger.....	WB	
• Lost City of Gold, The.....	A1	UA
• Lost, Lonely and Vicious.....	Misc.	
• Lost Missile, The.....	A1	UA
• Love Is My Profession.....	For.	
• Love Story, A.....	For.	
• Lovers and Thieves.....	For.	
• Lovers of Paris.....	C	For.
• Lucky Tim.....	For.	

M		
• Machete.....	A3	UA
• Machine Gun Kelly.....	B	AI
• Mad Little Island.....	For.	
• Mam'zelle Pigeon.....	B	For.
• Man On A String.....	Col.	
• Man Who Understood Women, The.....	Fox	
• Man in the Net.....	A2	UA
• Man in the Saddle—RE.....	Col.	
• Man Inside, The.....	A3	Col.
• Man in the Raincoat.....	A2	For.
• Man of the West.....	B	UA
• Man Who Could Cheat Death, The.....	Par.	
• Man Without a Star—RE.....	U-I	
• Mardi Gras.....	A2	Fox
• Mark of Zorro, The—RE.....	A2	Fox
• Matchmaker, The.....	A1	Par.
• Matin Game, The.....	A3	MGM
• Me and the Colonel.....	A3	Col.
• Menace in the Night.....	UA	
• Middle of the Night.....	Col.	
• Milkmaid, The.....	For.	
• Miracle, The.....	WB	
• Miracle of St. Theresa.....	A1	For.
• Missile to the Moon.....	B	Misc.
• Mississippi Gambler, The—RE.....	B	U-I
• Mistress, The.....	A3	For.
• Money, Women and Guns.....	A1	UI
• Monster on the Campus.....	A3	UI
• Monpti.....	For.	
• Mouse That Roared, The.....	Col.	
• Mugger, The.....	A3	UA
• Mummy, The.....	U-I	
• Murder By Contract.....	A3	Col.
• Murder Reported.....	A2	Col.
• Mustang.....	UA	
• My Name Is Toxie.....	For.	
• My Uncle.....	A1	For.
• My World Dies Screaming.....	Misc.	
• Mysterians, The.....	MGM	

N		
• Naked and the Dead.....	A2	WB
• Naked Earth.....	A3	Fox
• Naked Maya, The.....	A3	UA
• Never Love a Stranger.....	A3	AA
• Never Steal Anything Small.....	A3	UI
• New Orleans after Dark.....	A2	AA
• Nice Little Bank That Should Be Robbed, A.....	A2	Fox
• Night Heaven Fell, The.....	C	For.
• Night of the Blood Beast.....	B	AI
• Night of the Quarter Moon.....	B	MGM
• Night to Remember, A.....	A1	For.
• Nine Lives.....	A1	For.
• No Name on the Bullet.....	A3	UI
• No Place To Land.....	Misc.	
• No Sun in Venice.....	B	For.
• North by Northwest.....	MGM	
• Northwest Mounted Police—RE.....	A2	Par.
• Nowhere To Go.....	A2	MGM
• Nun's Story, The.....	WB	

O		
• Ootet.....	A1	For
• Odds Against Tomorrow.....	UA	
• Old Man and the Sea, The.....	A1	WB
• On the Beach.....	UA	
• On the Waterfront—Re.....	A2	Col.
• Once More With Feeling.....	Col.	
• Once Upon a Horse.....	A2	UI

909	REMARKABLE MR. PENNYPACKER, THE—88m.—(CS; DC)—Clifton Webb, Dorothy McGuire—4554 (1-28-59)—Enter taining, impudent comedy
842	ROOTS OF HEAVEN, THE—MD-124m.—(CS; DC)—Errol Flynn, Juliette Greco, Trevor Howard—4527 (10-29-58)—Off-beat entry merits attention
820	RX MURDER—85m.—(CS)—Rick Jason, Lisa Gastoni—4494 (7-23-58)—For the lower half—England
912	SAD HORSE, THE—D-78m.—(CS; DC)—David Ladd, Patrice Wynmore—4570 (3-25-59)—Good programmer
902	SHERIFF OF FRACTURED JAW—C-103m.—CCS; DC)—Kenneth More, Jayne Mansfield—4535 (11-26-58)—Amusing comedy—England
829	SIERRA BARON—W-80m.—(CS-DC)—Brian Kieth, Rita Gam—4487 (7-9-58)—Good western for the program
903	SMILEY GETS A GUN—MD-89m.—(CS; DC)—Kelth Calvert, Chips Rafferty—4554 (1-28-59)—Pleasant programmer for juvenile and family trade—Australia
910	SOUND AND THE FURY, THE—D-115m.—(CS; DC)—Yul Brynner, Joanne Woodward—4566 (3-11-59)—Interesting entertainment
822	SPACE MASTER X-7—MD-70m.—(RS)—Bill Williams, Lyn Thomas—4494 (7-23-58)—Satisfactory science fiction programmer
870	STREETCAR NAMED DESIRE, A—MD-122m.—(RE)—Vivien Leigh, Marlon Brando—4518 (10-1-58)—Vivid picturization of stage play is packed with selling angles
906	THESE THOUSAND HILLS—W-96m.—(CS; DC)—Don Murray, Lee Remick—4554 (1-28-59)—Good western
834	VILLA—MD-72m.—(CS; DC)—Rodolfo Hoyos, Brian Keith, Margia Dean—4514 (9-17-58)—Action yarn for the program
914	WARLOCK—W-121m.—(CS; DC)—Richard Widmark, Dorothy Malone—4574 (4-8-59)—Excellent name-packed entertainment
826	WOLF DOG—MD-61m.—(RS)—Jim Davis, Allison Hayes—4498 (8-6-58)—Lower half filler

COMING FEATURES IN ORDER OF RELEASE

May	WOMAN OBSESSED—(CS; DC)—Susan Hayward, Stephen Boyd
June	HOLIDAY FOR LOVERS—(CS; DC)—Clifton Webb, Jane Wyman
June	MAN WHO UNDERSTOOD WOMEN, THE—(CS; DC)—Leslie Caron, Henry Fonda
June	SAY ONE FOR ME—(CS; DC)—Bing Crosby, Debbie Reynolds

COMING

ALLIGATOR PEOPLE, THE—Lon Chaney, Beverly Garland  
BLUE ANGEL, THE—(CS; DC)—Curt Jurgens, May Britt  
BLUE DENIM—(CS)—Carol Lynley, Brandon De Wilde  
HERE COME THE JETS—Steve Broidy, Lyn Thomas  
PRIVATE'S AFFAIR, A—(CS; DC)—Sal Mineo, Christine Carere  
RETURN OF THE FLY, THE—Vincent Price, Danielle DeMetz  
SON OF ROBIN HOOD, THE—(CS; DC)—Al Hedison, June Laverick—England  
SOUTH PACIFIC—(CS; DC)—Rossano Brazzi, Mitzi Gaynor

UNITED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

ALIAS JESSE JAMES—C-92m.—(DC)—Bob Hope, Rhonda Fleming—4570 (3-25-59)—Amusing Hope entry—Hope  
ANNA LUCASTA—D-97m.—Eartha Kitt, Sammy Davis, Jr.—4535 (11-26-58)—Filmmization of stage play needs special attention—Longridge  
BIG COUNTRY, THE—W-165m.—(TE; TC)—Gregory Peck, Jean Simmons—4502 (8-20-58)—Super western is big in all depart-ments  
CHINA DOLL—D-88m.—Victor Mature, Li Li Hua—4499 (8-6-58)—Interesting love story against war background—Batjac  
COP HATER—MD-75m.—Robert Loggia, Ellen Parker—4503 (8-20-58)—Good crime meller for program  
CURSE OF THE FACELESS MAN—MD-66m.—Richard Anderson, Elaine Edwards—4507 (9-3-58)—Horror item for lower half—Vogue  
DEFIANT ONES, THE—D-97m.—Tony Curtis, Sidney Poitier—4499 (8-6-58)—Powerful, deeply moving drama  
ESCORT WEST—W-75m.—(CS)—Victor Mature, Elaine Stewart—4555 (1-28-59)—Interesting action yarn—Batjac  
FEARMAKERS, THE—D-83m.—Dana Andrews, Marilee Earle—4518 (10-1-58)—Programmer has angles—Pacemakers  
GOD'S LITTLE ACRE—CD-110m.—Robert Ryan, Aldo Ray, Tina Louise—4471 (5-28-58)—Good picturization of best seller should do business—Harmon  
GUNS, GIRLS AND GANGSTERS—MD-70m.—Mamie Van Doren, Gerald Mohr—4547 (12-24-58)—Satisfactory program—crime meller—Imperial  
GUN RUNNERS, THE—MD-83m.—Audie Murphy, Patricia Owens—4514 (9-17-58)—Interesting action entry  
GREAT ST. LOUIS BANK ROBBERY, THE—MD-86m.—Steve McQueen, Molly McCarthy—4558 (2-11-59)—Mediocre meller for duallers—Guggenheim Associates  
HONG KONG CONFIDENTIAL—MD-67m.—Gene Barry, Beverly Tyler—4518 (10-1-58)—For lower half—Vogue  
HORSE'S MOUTH, THE—C-96m.—(TC)—Alec Guinness, Kay Walsh—4530 (11-12-58)—For the art spots—Lopert—England  
I BURY THE LIVING—MD-76m.—Richard Boone, Peggy Maurer—4488 (7-9-58)—Okay horror item for lower half—Maxim  
IT—THE TERROR FROM BEYOND SPACE—MD-68m.—Marshall Thompson, Shawn Smith—4507 (9-3-58)—Fair science fiction entry—Vogue  
I WANT TO LIVE—D-120m.—Susan Hayward, Simon Oakland—4527 (10-29-58)—Grim, powerful drama—Figaro  
KINGS GO FORTH—D-109m.—Frank Sinatra, Tony Curtis, Natalie Wood—4483 (6-25-58)—High rating drama of love and war—Ross  
LAST MILE, THE—D-81m.—Mickey Rooney, Clifford David—4549 (1-14-59)—Well-made prison yarn—Rosenberg-Subotsky  
LA PARISIENNE—C-85m.—(TC)—Brigitte Bardot, Charles Boyer—4494 (7-23-58)—Another Bardot bombshell—(French-made; dubbed in English or titles)—Lopert  
LONE RANGER AND THE LOST CITY OF GOLD, THE—W-80m.—(EC)—Clayton Moore, Noreen Nash—4479 (6-11-58)—Top small-fry show  
LONELY HEARTS—D-108m.—Montgomery Clift, Robert Ryan, Myrna Loy—4542 (12-10-58)—Absorbing, off-beat drama—Schary  
LOST MISSILE, THE—D-70m.—Robert Loggia, Ellen Parker—4535 (11-26-58)—Good science programmer—Berke  
MACHETE—MD-75m.—Marl Blanchard, Albert Dekker—4542 (12-10-58)—Strictly for the lower half—Odell  
MAN IN THE NET, THE—MD-96m.—Alan Ladd, Carolyn Jones—4578 (4-22-59)—Sell the Ladd name—Mirisch-Jaguar  
MAN OF THE WEST—W-100m.—(CS; DC)—Gary Cooper, Julie London—4515 (9-17-58)—Good adult western—Ashton  
MENACE IN THE NIGHT, THE—MD-78m.—Griffith Jones, Lisa Gastoni—4518 (10-1-58)—For the lower half—Leeds—England  
MUGGER, THE—MD-74m.—Kent Smith, Nan Martin—4522 (10-15-58)—Okay adult programmer—Barlizon  
MUSTANG—W-73m.—Jack Beutel, Madalyn Trahey—4570 (3-25-59)—Amateurish lower half filler—Arnell  
NAKED MAJIA, THE—D-111m.—(TE; TC)—Ava Gardner, Anthony Franciosa—4570 (3-25-59)—Large scale costume spectacle has possibilities—Titanus  
PORK CHOP HILL—MD-97m.—Gregory Peck, Harry Guardino—4581 (5-6-59)—Hard-hitting war film—Melville  
RIOT IN JUVENILE PRISON—MD-71m.—Jerome Thor, Marcia Henderson—4578 (4-22-59)—For the lower half—Vogue  
SEPARATE TABLES—D-98m.—Rita Hayworth, Deborah Kerr, David Niven—4543 (12-10-58)—Interesting drama has high poten-tial—Hecht-Hill-Lancaster  
SOME LIKE IT HOT—C-120m.—Marilyn Monroe, Tony Curtis—4562 (2-25-59)—A riot of fun and femmes—Mirisch  
TERROR IN A TEXAS TOWN—W-80m.—Sterling Hayden, Ann Verela—4507 (9-3-58)—For the lower half—Seltzer  
TEN DAYS TO TULARA—MD-77m.—Sterling Hayden, Grace Raynor—4527 (10-29-58)—Filer for the lower half—Sherman  
VIKINGS, THE—D-114m.—(TE-TC)—Kirk Douglas, Tony Curtis, Janet Leigh—4473 (5-28-58)—Names plus spectacle on grand scale—Bryna  
WINK OF AN EYE—CD-72m.—Jonathan Kidd, Doris Dowling—4483 (6-25-58)—Program filler—Ivar

COMING FEATURES IN ORDER OF RELEASE

April	TEN SECONDS TO HELL—Jeff Chandler, Martine Carol—Seven Arts-Hammer
May	DEVIL'S DISCIPLE, THE—Laurence Olivier, Kirk Douglas—Hecht, Hill, Lancaster
May	GUNFIGHT AT DODGE CITY—Joel McCrea, Nancy Gates—Mirisch

COMING

CAST A LONG SHADOW—Audie Murphy—Mirisch  
COUNTERPLOT—Forrest Tucker, Allison Hayes—Odell  
CRY TOUGH—John Saxson, Linda Cristal—Hecht, Hill, Lancaster  
DAY OF THE OUTLAW—Robert Ryan, Burl Ives, Tina Louise—Securly  
FOUR SKULLS OF JONATHAN DRAKE, THE—Eduard Franz, Valerie French  
GUNFIGHTERS OF ABILENE—Buster Crabbe, Judith Ames—Vogue  
HAVANA STORY, THE—Cameron Mitchell, Allison Hayes—Premium  
HOLE IN THE HEAD, A—Frank Sinatra, Eleanor Parker—Sincap  
HORSE SOLDIERS, THE—(DC)—John Wayne, William Holden—Mahin-Rackin—Mirisch  
HOUND OF THE BASKERVILLES—(C)—Peter Cushing—(Hammer)  
ON THE BEACH—Gregory Peck, Ava Gardner—Kramer  
ODDS AGAINST TOMORROW—Harry Belafonte, Shelley Winters—Harbel  
OPERATION MURDER—Tom Conway, Sandra Dorne—Danziger  
RABBIT TRAP, THE—Ernest Borgnine, David Brian—Hecht, Hill, Lancaster  
SHAKE HANDS WITH THE DEVIL—James Cagney, Dana Wynter—Glasse-Seltzer  
SOLOMON AND SHEBA—(TE-TC)—Yul Brynner, Gina Lollobrigida—Small  
SUMMER OF THE SEVENTEENTH DOLL, THE—Ernest Borgnine, Anne Baxter—Hecht-Hill-Lancaster  
TAKE A GIANT STEP—Johnny Nash, Estelle Hemsley-Hecht, Hill, Lancaster  
TIMBUKTO—Victor Mature, Yvonne De Carlo—Imperial  
UNFORGIVEN, THE—Burt Lancaster, Audrey Hepburn—Hecht, Hill, Lancaster  
WOMAN AND THE PUPPET, THE—Brigitte Bardot—Gray-Pathe  
WONDERFUL COUNTRY, THE—(CS; TC)—Robert Mitchum, Julie London—MPL



UNIVERSAL-INTERNATIONAL

DISTRIBUTED DURING THE PAST 12 MONTHS

5907

APPOINTMENT WITH A SHADOW—MD-73m.—(CS)—George Nader, Joanna Moore—4507 (9-3-58)—Program meller

5904

BEND OF THE RIVER—MD-91m.—(RE)—James Stewart, Julia Adams—4507 (9-3-58)—Good outdoor show

5901

BLOOD OF THE VAMPIRE—MD-87m.—(EC)—Donald Wolfitt, Barbara Shelley—4522 (10-15-58)—Horror on a grand scale—England

5920

FLOODS OF FEAR—MD-82m.—Howard Keel, Anne Haywood—4579 (4-22-59)—Interesting, suspenseful programmer—England

5921

IMITATION OF LIFE—D-124m.—(EC)—Lana Turner, John Gavin—4558 (2-11-59)—High rating drama.

5921

JOHNNY DARK—MD-85m.—(TC)—Tony Curtis, Piper Laurie—4582 (5-6-59)—Names should help standard auto racing film—RE

5832

LAST OF THE FAST GUNS, THE—W-82m.—(CS-EC)—Jock Mahoney, Linda Cristal—4488 (7-9-58)—Good program western

5903

LIGHT TOUCH, THE—CD-85m.—TC)—Jack Hawkins, Margaret Johnston—4562 (2-25-59)—Superior Import—England

5922

MAN WITHOUT A STAR—W-98m.—(TC)—Kirk Douglas, Jeanne Crain—4582 (5-6-59)—Off-beat outdoor action entry has the angles—RE.

5909

MISSISSIPPI GAMBLER, THE—MD-98½m.—(RE)—Tyrone Power, Piper Laurie—4510 (9-3-58)—Names should help

5913

MONEY, WOMEN AND GUNS—W-80m.—(CS: EC)—Jock Mahoney, Kim Hunter, Tim Hovey—4527 (10-29-58)—Lower half entry

5902

MONSTER ON THE CAMPUS—MD-76m.—Arthur Franz, Joanna Moore—4522 (10-15-58)—Good horror show

5915

NEVER STEAL ANYTHING SMALL—C-94m.—(CS; EC)—James Cagney, Shirley Jones—4555 (1-28-59)—Entertaining comedy

5915

NO NAME ON THE BULLET—W-77m.—(CS; EC)—Audie Murphy, Joan Evans—4555 (1-28-59)—Good western

5837

ONCE UPON A HORSE—C-85m.—(CS)—Dan Rowan, Dick Martin, Martha Hyer—4503 (8-20-58)—Western satire for program

5911

PERFECT FURLOUGH, THE—C-93m.—(CS; EC)—Tony Curtis, Janet Leigh—4522 (10-15-58)—Highly amusing comedy

5838

RAW WIND IN EDEN—D-90m.—(CS; EC)—Ester Williams, Jeff Chandler—4499 (8-6-58)—Off-beat attraction has angles

5836

RIDE A CROOKED TRAIL—W-87m.—(CS; EC)—Audie Murphy, Gia Scala—4494 (7-23-58)—Good western

5906

RESTLESS YEARS, THE—D-88m.—(CS)—John Saxon, Sandra Dee—4528 (10-29-58)—Interesting, touching program

5839

SAGA OF HEMP BROWN, THE—W-80m.—(CS; EC)—Rory Calhoun, Beverly Garland—4510 (9-3-58)—Good western for the program

5912

SILENT ENEMY, THE—MD-92m.—Laurence Harvey, Dawn Addams—4530 (11-12-58)—Exclting tale of Frogmen in action—England

5917

STEP DOWN TO TERROR—D-75m.—Charles Drake, Colleen Miller—4515 (9-17-58)—Suspense for the program

5914

STRANGER IN MY ARMS—D-88m.—(CS)—June Allyson, Jeff Chandler—4550 (1-14-59)—Drama has saleable angles, poten names

5925

THIS EARTH IS MINE—D-125m.—(CS; TC)—Rock Hudson, Jean Simmons—4579 (4-22-59)—Named packed, interesting drama

5833

TWILIGHT FOR THE GODS—D-120m.—(EC)—Rock Hudson, Cyd Charisse—4488 (7-9-58)—Best seller has good potential

5910

UP FRONT—C-91m.—(RE)—David Wayne, Tom Ewell, Martina Bertl—4510 (9-3-58)—Good war comedy

5835

VOICE IN THE MIRROR—D-103m.—(CS)—Richard Egan, Julie London—4473 (5-28-58)—Off-beat tale of a man with a problem

5919

WILD AND THE INNOCENT, THE—MD-84m.—(CS; EC)—Audie Murphy, Joanne Dru—4566 (3-11-59)—Interesting program entry

5834

WILD HERITAGE—MD-78m.—(CS-EC)—Will Rogers, Jr., Maureen O'Sullivan—4488 (7-9-58)—Good programmer

5905

WORLD IN HIS ARMS, THE—MD-104m.—(RE)—Gregory Peck, Ann Blyth—4510 (9-3-58)—Name-packed action show

COMING FEATURES IN ORDER OF RELEASE

June

MUMMY, THE—(C)—Peter Cushing

June

CURSE OF THE UNDEAD—Eric Fleming

COMING

ANY WAY THE WIND BLOWS—(CS; C)—Rock Hudson, Doris Day

LEECH, THE—Colleen Gray, Grant Williams

OPERATION PETTICOAT—(C)—Cary Grant, Tony Curtis, Joan O'Brien

SPARTACUS—(TE)—Kirk Douglas, Laurence Olivier

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

808

AUNTIE MAME—C-143m.—(TE: TC)—Rosalind Russell, Forrest Tucker—4543 (12-10-58)—Highly humorous entertainment

726

BADMAN'S COUNTRY—W-88m.—George Montgomery, Karl Booth—4473 (5-28-58)—Okay program western

816

BORN RECKLESS—CD-79m.—Mamie Van Doren, Jeff Richards—4574 (4-8-59)—Fair programmer

802

DAMN YANKEES—MUC-110m.—(TC)—Tab Hunter, Gwen Verdon—4515 (9-17-58)—Amusing comedy has lots of angles

723

DANGEROUS YOUTH—MD-98m.—Frankie Vaughan, Carole Lesley—4474 (5-28-58)—For the lower half—England

806

ENCHANTED ISLAND—MD-94m.—(TC)—Dana Andrews, Jane Powell—4530 (11-12-58)—Interesting version of well-known literary work—RKO

805

FROM THE EARTH TO THE MOON—D-100m.—(TC)—Joseph Cotton, Debra Paget—4531 (11-12-58)—Interesting science fiction

810

HANGING TREE, THE—W-106m.—(TC)—Gary Cooper, Marla Schell—4555 (1-28-59)—Good, big scale western

811

HELEN OF TROY—D-114m.—(CS; WC)—Rosanna Podesta, Jack Sernas—4562 (2-25-59)—Spectacle will need plenty of selling—Reissue—Made in Italy

807

HOME BEFORE DARK—D-136m.—Jean Simmons, Dan O'Herlihy—4523 (10-15-58)—Highly interesting drama

725

INDISCREET—C-100m.—(TC)—Cary Grant, Ingrid Bergman—4483 (6-25-58)—Highly entertaining entry

817

ISLAND OF LOST WOMEN—D-71m.—Jeff Richards, Venetia Stevenson—4579 (4-22-59)—For the supporting slot

812

LAND OF THE PHAROHS—D-106m.—(CS; WC)—Jack Hawkins, Joan Collins—4562 (2-25-59)—Highly interesting story of pyramid building in Egypt—Reissue—English-made

727

NAKED AND THE DEAD, THE—MD-131m.—(WS-TC)—Aldo Ray, Cliff Robertson—4489 (7-9-58)—High rating war film

821

NUN'S STORY, THE—D-149m.—(TC)—Audrey Hepburn, Peter Finch—4582 (5-6-59)—Unusual entry

803

OLD MAN AND THE SEA, THE—D-86m.—(WC)—Spencer Tracy—4518 (10-1-58)—Filmlization of literary work needs attention.

804

ONIONHEAD—CD-110m.—Andy Griffith, Felicia Farr—4518 (10-1-58)—Entertaining service yarn

813

RIO BRAVO—W-141m.—(TC)—John Wayne, Angie Dickinson—4559 (2-11-59)—Super western is highly entertaining

814

STAR IS BORN, A—D-154m.—(CS; TC)—Judy Garland, James Mason—4574 (4-8-59)—High rating—Reissue

809

UP PERISCOPE—MD-111m.—(WS; TC)—James Garner, Andra Martin—4559 (2-11-59)—Lengthy submarine yarn of average interest

815

WESTBOUND—W-72m.—(WC)—Randolph Scott, Virginia Mayo—4571 (3-25-59)—Good western for program

801

WIND ACROSS THE EVERGLADES—MD-93m.—(TC)—Burl Ives, Gypsy Rose Lee—4510 (9-3-58)—Absorbing and off-beat tale of Florida Everglades

818

YOUNG PHILADELPHIANS, THE—D-136m.—Paul Newman, Barbara Rush—4582 (5-6-59)—Highly interesting, absorbing show

COMING FEATURES IN ORDER OF RELEASE

June

GIGANTIS, THE FIRE MONSTER

June

TEENAGER FROM OUTER SPACE

July

HERCULES—(Dyaliscope; C)—Steve Reeves, Sylvia Koscina—Italy

COMING

BRAMBLE BUSH, THE—(TC)—Richard Burton, Barbara Rush

FBI STORY, THE—(TC)—James Stewart, Vera Miles

JOHN PAUL JONES—(TE-TC)—Robert Stack, Erin O'Brien

LOOK BACK IN ANGER—Richard Burton, Claire Bloom—England

MIRACLE, THE—(TR; TC)—Carroll Baker, Walter Slezak

SUMMER PLACE, A—(TC)—Richard Egan, Dorothy McGuire

YELLOWSTONE KELLY—(TC)—Clint Walker, Andra Martin

FOREIGN

DISTRIBUTED DURING THE PAST 12 MONTHS

ENGLISH

BAD GIRL—D-100m.—Anna Neagle, Sylvia Syms—4574 (4-8-59)—Exploitable program entry—Roach

BLUE MURDER AT ST. TRINIAN'S—C-86m.—Joyce Grenfell, Lionel Jeffries—4486 (7-9-58)—For art spots—Continental

CIRCLE, THE—MD-92m.—John Mills, Noelle Middleton—4571 (3-25-59)—Ordinary Scotland Yard who-done-it—Kassler

CONTRABAND SPAIN—MD-80m.—(EC)—Richard Greene, nouk—4510 (9-3-58)—Smuggling meller—Stratford

COSMIC MONSTERS, THE—MD-75m.—Forrest Tucker, Gaby Andre—4559 (2-11-59)—Lower half science fiction entry

CRAWLING EYE, THE—MD-85m.—Forrest Tucker, Janet Munro—4559 (2-11-59)—Okay science fiction thriller

CRY FROM THE STREETS, A—D-99m.—Max Bygraves, Barbara Murray—4566 (3-11-59)—Interesting drama about homeless youngsters—Tudor

DANGEROUS EXILE—MD-90m.—(VV; EC)—Louis Jourdan, Belinda Lee—4519 (10-1-58)—Interesting period entry—Rank

GYPSY AND THE GENTLEMAN, THE—D-89m.—(EC)—Mellina Mercouri, Keith Mitchell—4550 (1-14-59)—Fair Import—Rank

HAPPY IS THE BRIDE—C-84m.—Ian Carmichael, Janette Scott—4550 (1-14-59)—Excellent English comedy—Kassler

HELL DRIVERS—MD-91m.—Stanley Baker, Peggy Cummine—4471 (5-28-58)—Meller has thrills for the program—Rank

•One-Eyed Jacks.....	Par.
•Onionhead.....	B WB
•Operations Dames.....	A-1
•Operation Murder.....	UA
•Operation Petticoat.....	U-1
•Our Man In Havana.....	Col.

P		
Pagans, The.....	A3	AA
Pathe Panchall.....	A1	For.
Paratroop Command.....	A3	AI
Paratrooper—RE.....	A1	Col.
Party Crashers, The.....	A2	Par.
Party Girl.....	B	MGM
Perfect Furlough, The.....	B	UI
Peter Pan—RE.....	A1	Misc.
Place in the Sun, A—RE.....	A2	Par.
Plan 9 From Outer Space.....		Misc.
Poor but Beautiful.....	B	For.
•Porgy and Bess.....		Col.
Pork Chop Hill.....		UA
Premier May.....	A2	For.
•Private's Affair, A.....		Fox

Q		
Queen of Outer Space.....	B	AA
Question of Adultery.....	C	For

R		
•Rabbit Trap, The.....		UA
Rally Round the Flag, Boys.....	B	Fox
Raw Wind In Eden.....	A3	UI
Reaching for the Stars.....		For.
Reluctant Debutante, The.....	A2	MGM
Remarkable Mr. Pennypacker, The.....	A3	Fox
Restless Years, The.....	A2	U-1
•Return Of The Fly, The.....		Fox
Revenge of Frankenstein, The.....	A2	Col.
Revolt In The Big House.....	A2	AA
Ride a Crooked Trall.....	A2	UI
Ride Lonesome.....	A1	Col.
•Rim of the Canyon.....		Col.
Rio Bravo.....	A3	WB
•Riot in Cell Block 11.....	A2	AA
Riot in Juvenile Prison.....	B	UA
•Road Racers.....		A-1
Robbery under Arms.....	A2	For.
Rock-a-Bye Baby.....	A1	Par.
Room At the Top.....	B	For.
Rooney.....	A1	For.
Roots, The.....		For.
Roots of Heaven, The.....	A3	Fox
R X Murder.....	A3	Fox
Rouge et Noir.....	A3	For.

S		
Sad Horse, The.....	A1	Fox
Saga of Hemp Brown, The.....	A1	UI
Santa Fe—RE.....		Col.
•Say One For Me.....		Fox
•Scapegoat, The.....		MGM
Screaming Skull.....	A2	AI
Secret Place.....		For.
Senchal, The Magnificent.....	A3	For.
Senior Prom.....	A2	Col.
Separate Tables.....	A3	UA
Seven Guns to Mesa.....	A3	AA
Seventh Voyage of Sinbad, The.....	A1	Col.
Shaggy Dog, The.....	A1	Misc.
•Shake Hands With the Devil.....		UA
Shamless Sex, The.....		For.
Shane—RE.....	A2	Par.
She Gods of Shark Reef.....	A3	AI
She Played with Fire.....	A2	Col.
Sheriff Of Fractured Jaw.....	A2	Fox
Sierra Baron.....	A1	Fox
Silent Enemy, The.....	A1	UI
Sinners of Paris.....		For.
Sins Of Rose Bernd, The.....		For.
Sleeping Beauty.....	A1	Misc.
Smiley Gets A Gun.....	A1	Fox
Snorkel, The.....	A2	Col.
Snowfire.....	A1	AA
•Solomon and Sheba.....		UA
Some Came Running.....	B	MGM
Some Like It Hot.....	B	UA
•Son of Robin Hood, The.....		Fox
Sound and the Fury, The.....	A3	Fox
•South Pacific.....		Fox
South Seas Adventure.....	A1	Misc.
Space Children.....	A1	Par.
Space Master K-7.....	A2	Fox
•Spartacus.....		U-1
•Speed Crazy.....	A3	AA
Spider, The.....	A2	AI



Spy in the Sky ..... A1 AA  
 Stalag 17—Re ..... A2 Par.  
 Star Is Born, A—RE ..... WB  
 Step Down to Terror ..... A2 UI  
 Stranger In My Arms, A ..... A2 UI  
 Street Car Named Desire, A—RE ..... B Fox  
 Submarine Seahawk ..... A1 AI  
 Suicide Battalion ..... A2 AI  
 •Summer of the Seventeenth Doll,  
 The ..... UA  
 •Summer Place, A ..... WB

## T

•Take A Giant Step ..... UA  
 Tale of Two Cities, A ..... A1 For.  
 Tank Battalion ..... B AI  
 •Tank Commandoes ..... AI  
 Tank Force ..... A1 Col.  
 Tarawa Beachhead ..... A2 Col.  
 •Tarzan, The Ape Man ..... MGM  
 •Tarzan's Greatest Adventure ..... Par.  
 Tarzan's Fight for Life ..... A1 MGM  
 Teenage Caveman ..... A2 AI  
 •Teenager from Outer Space ..... WB  
 Tempest ..... A1 Par.  
 Ten Days to Tulsa ..... A1 UA  
 •Ten Seconds to Hell ..... UA  
 Terror In A Texas Town ..... A2 UA  
 Terror from the Year 5000 ..... A2 AI  
 •That Kind of Woman ..... Par.  
 There's Always a Price Tag ..... For  
 These Thousand Hills ..... A3 Fox  
 •They Came to Cordura ..... Col.  
 Thrid Sex, The ..... C For.  
 •30 Ft. Bride of Candy Rock ..... Col.  
 This Earth Is Mine ..... A3 UI  
 •Thousand and One Arabian  
 Nights ..... Col.  
 Three Strange Loves ..... For.  
 Thunder In The Sun ..... A2 Par.  
 Tia Juana After Midnight ..... Misc.  
 •Timbuktu ..... UA  
 Time of Desire, The ..... For.  
 Tokyo After Dark ..... A2 Par.  
 Tom Thumb ..... A1 MGM  
 Tonka ..... A1 Misc.  
 Too Many Crooks ..... For.  
 Torpedo Run ..... A1 MGM  
 Tosca ..... For.  
 •Touch of Larceny ..... Par.  
 Trap, The ..... A2 Par.  
 Truth About Women, The ..... For.  
 Tunnel of Love, The ..... B MGM  
 Twilight for the Gods ..... A3 UI  
 Two Headed Spy ..... A2 Col.

## U

Uncle Tom's Cabin—RE ..... Misc.  
 •Unforgiven, The ..... UA  
 Unwed Mother ..... A3 AA  
 Up Front—RE ..... A1 U-I  
 Up Periscope ..... A1 WB  
 Up the Creek ..... For.

## V

Verboten ..... Col.  
 Vicious Breed, The ..... For.  
 Vikings, The ..... A3 UA  
 Villa ..... A2 Fox  
 •Visit to a Small Planet, A ..... Par.  
 Voice In the Mirror ..... A2 UI

## W

War of the Colossal Beast ..... A2 AI  
 War of the Satellites ..... A2 AA  
 Warlock ..... A2 Fox  
 Watasi ..... A1 MGM  
 What Price Murder ..... B For.  
 Westbound ..... A1 WB  
 When Hell Broke Loose ..... A2 Par.  
 White Wilderness ..... A1 Misc.  
 Whole Truth, The ..... A2 Col.  
 Wild and the Innocent ..... A2 U-I  
 Wild Fruit ..... For.  
 Wild Heritage ..... A1 UI  
 Wind Across the Everglades ..... B WB  
 Windom's Way ..... A2 For.  
 Wink of an Eye ..... A2 UA  
 Witches of Salem ..... A3 For.  
 Wolf Dog ..... A1 Fox  
 Wolf Larsen ..... A3 AA  
 •Woman and The Puppet, The ..... UA  
 •Woman Eater, The ..... Col.  
 •Woman Obsessed ..... Fox  
 •Wonderful Country, The ..... UA  
 World In His Arms, The—RE ..... A1 U-I  
 World, the Flesh and the  
 Devil, The ..... A2 MGM  
 •Wreck of the Mary Deare, The ..... MGM

## Y

•Yellowstone Kelly ..... WB  
 •Yesterday's Enemy ..... Col.  
 Yhe, The Sorcerer's Village ..... Misc.  
 Young Captives, The ..... B Par.  
 Young Land, The ..... A1 Col.  
 Young Philadelphians, The ..... A3 WB  
 Your Past Is Showing ..... A2 For.

IT'S NEVER TOO LATE—C-95m.—(EC)—Phyllis Calvert—4490 (7-9-58)—Light weight English domestic comedy—Stratford  
 I WAS MONTY'S DOUBLE—D-100m.—M. E. Clifton James, John Mills—4562 (2-25-59)—Entertaining, different import  
 LAW AND DISORDER—C-76m.—Michael Redgrave, Robert Morley—4537 (11-26-58)—Delightful English farce—Continental  
 LUCKY JIM—C-95m.—Ian Carmichael, Jean Anderson—4519 (10-1-58)—Highly amusing art house entry—Kingsley-Int.  
 MAD LITTLE ISLAND—C-94m.—(EC)—Jeannie Carson, Donald Sinden—4551 (1-14-59)—Amusing entry for art and specialty  
 spots—Rank  
 NIGHT TO REMEMBER, A—D-123m.—Kenneth More, Jill Dixon—4547 (12-24-58)—High rating reenactment of sea tragedy—Rank  
 OCTET—D-126m.—Marcel Marceau, David Kossoff, Alan Badel—4475 (5-28-58)—Collection of shorts for art spots—Geo. K. Arthur  
 QUESTION OF ADULTERY, A—D-84m.—Julie London, Anthony Steel—4560 (2-11-59)—Has exploitation possibilities—NTA  
 ROBBERY UNDER ARMS—MD-83m.—(EC)—Peter Finch—4471 (5-28-58)—Okay programmer—Rank  
 ROOM AT THE TOP—D-117m.—Laurence Harvey, Simone Signoret—4575 (4-8-59)—Excellent adult love story—Continental  
 ROONEY—C-88m.—John Gregson—4486 (7-9-58)—Good art house entry—Rank  
 SECRET PLACE, THE—MD-81m.—Michael Brooke, Belinda Lee—4486 (7-9-58)—Fair program—Rank  
 TALE OF TWO CITIES, A—D-117m.—Dirk Bogarde, Dorothy Tutin—4511 (9-3-58)—Dickens classic for art spots—Rank  
 TOO MANY CROOKS—C-87m.—Terry Thomas, George Cole—4583 (5-6-59)—Amusing comedy—Lopert  
 TRUTH ABOUT WOMEN, THE—CD-100m.—(EC)—Laurence Harvey, Julie Harris—4563 (2-25-59)—Satire has names to help—  
 Continental  
 UP THE CREEK—C-83m.—David Tomlinson, Peter Sellers—4538 (11-26-58)—Amusing import—Dominant  
 WINDOM'S WAY—MD-108m.—(EC)—Peter Finch, Mary Ure—4523 (10-15-58)—Interesting meller from abroad—Rank  
 YOUR PAST IS SHOWING—C-87m.—Dennis Price, Peggy Mount—4511 (9-3-58)—Cute wacky comedy—Rank

## FINNISH

MILKMAID, THE—D-70m.—Annell Sauli—4563 (2-25-59)—For art spots—Titles—Joseph Brenner

## FRENCH

CASE OF DR. LAURENT, THE—D-90m.—Jean Gabin—4482 (6-25-58)—Very good, unusual film advocates natural childbirth—  
 Titles and dubbed—Trans-Lux  
 DEMONIAQUE—MD-97m.—Francis Perier, Micheline Presle—4474 (5-28-58)—Mystery thriller for art houses—Titles—UMPO  
 FIRE UNDER HER SKIN—D-90m.—Giselle Pascal, Raymond Pellegrin—4523 (10-15-58)—Mediocre art house fare—Titles—Union  
 FLESH AND THE WOMAN—D-102m.—(TC)—Gina Lollobrigida—4489 (7-9-58)—Sell Lollobrigida for best results—Dubbed—  
 Dominant  
 FOLIES BERGERE—MU-90m.—(TC)—Jenmarle, Eddie Constantine—4490 (7-9-58)—Import has angles—Dubbed In English—  
 Films Around The World  
 FORBIDDEN FRUIT—D-97m.—Fernandel—4575 (4-8-59)—Interesting import—Titles—Films Around The World  
 FOXIEST GIRL IN PARIS—C-100m.—Martine Carol—4523 (10-15-58)—Cute Import—Titles—Times  
 GIRL IN THE BIKINI, THE—D-76m.—Brigitte Bardot—4550 (1-14-59)—Bardot strikes again—Titles—Atlantis  
 GRAND MANUEVER, THE—C-107m.—(EC)—Michele Morgan, Gerard Philippe—4495 (7-23-58)—Light weight Gallic love spoof  
 —Titles—UMPO  
 GRI GRI—TRAVEL-62m.—United National Museum Of Man expedition—4571 (3-25-59)—African rites for the lower half—English  
 narration—Brenner  
 HEROES AND SINNERS—D-101m.—Curt Jurgens, Maria Felix—4571 (3-25-59)—Highly interesting, exploitable import—Dubbed  
 in English—Janus  
 INSPECTOR MAIGRET—MD-110m.—Jean Gabin—4519 (10-1-58)—Highly interesting mystery—Titles—Lopert  
 LAW IS THE LAW, THE—C—Fernandel, Toto—(5-6-59)—Cute, amusing import—Titles—Continental  
 LOVERS OF PARIS—CD-115m.—Gerard Philippe, Danielle Darrieux—4563 (2-25-59)—Amusing import—Titles—Continental  
 LOVERS AND THIEVES—CD-81m.—Jean Polret—4511 (9-3-58)—Highly amusing import—Titles—Zenith  
 MAN IN THE RAINCOAT, THE—C-97m.—Fernandel—4516 (9-17-58)—Cute Import for art and specialty spots—Titles—Kingsley  
 MAM'ZELLE PIGALLE—C-77m.—(CS; EC)—Brigitte Bardot—4474 (5-28-58)—Typical Bardot with a little less exposure—Titles  
 Films Around The World  
 MIRACLE OF SAINT THERESE—D-97m.—Frances Descout—4563 (2-25-59)—Religious drama strictly for art and specialty  
 houses—Dubbed in English—Ellis  
 MY UNCLE—C-110m.—(EC)—Jacques Tati—4537 (11-26-58)—Highly entertaining import for discriminating audience—English  
 dubbed or titles—Continental  
 NIGHT HEAVEN FELL, THE—D-80m.—(CS; EC)—Brigitte Bardot, Stephen Boyd—4511 (9-3-58)—Bardot drawing power still  
 potent—Titles or dubbed—Kingsley-Int.  
 NO SUN IN VENICE—MD-97m.—(CS; EC)—Francoise Arnoul—4490 (7-9-58)—Has exploitation possibilities—Titles—Kingsley-Int.  
 PREMIER MAY—D-89m.—Yves Montand, Yves Noel—4566 (3-11-59)—Good French entry—Titles—Continental  
 ROUGE ET NOIR—D-145m.—(TC)—Gerard Philippe, Danielle Darrieux—4470 (5-28-58)—Sophisticated fare for art houses—Titles  
 —DCA  
 SENECHAL, THE MAGNIFICENT—C-78m.—Fernandel, Nadia Gray—4538 (11-26-58)—Funny French farce—Titles—DCA  
 THERE'S ALWAYS A PRICE TAG—D-102m.—Michele Morgan, Daniel Gelin—4487 (7-9-58)—Slow moving import—Titles—Rank  
 WHAT PRICE MURDER—D-105m.—Henri Vidal, Mylene Demongoet—4538 (11-26-58)—Good entry for art spots—Titles—UMPO  
 WITCHES OF SALEM—D-140m.—Simone Signoret—4555 (1-28-59)—Excellent import for art houses—Titles—Kingsley-Int.  
 WILD FRUIT—D-97m.—Estella Blain—4490 (7-9-58)—Slow-moving import for art houses—Titles—UMPO

## GERMAN

AFFAIRS OF JULIE, THE—C-90m.—(EC)—Lilo Pulver—4543 (12-10-58)—Cute comedy for art spots—English titles—Bakros Int  
 BALLERINA—D-91m.—Elizabeth Mueller—4489 (7-9-58)—For art or German houses—Titles—Baker  
 BIG BARRIER, THE—D-87m.—(C)—Edith Mill, Albert Lieven—4510 (9-3-58)—Exploitable for art houses—Titles—Baker  
 CAPTAIN FROM KOEPENICK, THE—D-93m.—(TC)—Heinz Ruhmann—4523 (10-15-58)—Entertaining import—Titles—DCA  
 CIRCUS OF LOVE—D-93m.—(TC)—Eva Bartok, Curt Jurgens—4515 (9-17-58)—German version of "Carnival" has interest for art  
 spots—Titles—DCA  
 DEADLY DECISION—D-103m.—O. E. Hasse, Barbara Rutting—4511 (9-3-58)—For German houses—Dominant  
 DREAMING LIPS—D-86m.—Marla Scheil, O. W. Fischer—4537 (11-26-58)—Interesting import for art spots—Titles—DCA  
 FLYING CLASSROOM, THE—C-92m.—Paul Dahlke, Heliane Beie—4489 (7-9-58)—Good comedy for art, German spots—Titles  
 —Baker  
 FORBIDDEN PARADISE—NOV-67m.—(EC)—Ingeborg Schoner, Jan Hendriks—4516 (9-17-58)—For exploitation and art spots—  
 English narration—Colorama Features  
 GUITARS OF LOVE—MU-90m.—(EC)—Vico Torriani, Montovani and Orchestra—4537 (11-26-58)—Tuneful musical—Titles—  
 Sam Baker Associates  
 LIANE, JUNGLE GODDESS—MD-85m.—(EC)—Marlon Michael, Hardy Kruger—4531 (11-12-58)—Exploitable programmer—  
 Dubbed In English—DCA  
 LOVE STORY, A—D-94m.—Hildegard Neff, O. W. Fisher—4551 (1-14-59)—Could fit German houses—Titles—Casino  
 MY NAME IS TOXI—D-80m.—Elfie Fiegert—4547 (12-24-58)—Okay programmer, especially for colored houses—Dubbed In English  
 —Grand Prize  
 REACHING FOR THE STARS—D-102m.—Erick Schuman, Lisa Pulver—4516 (9-17-58)—For German and art houses—Titles—  
 Baker  
 SINS OF ROSE BERND, THE—D-85m.—(C)—Maria Scheil, Ralf Vallone—4579 (4-22-59)—Okay entry for foreign spots—Titles  
 —President  
 THIRD SEX, THE—D-85m.—Paula Wessely, Paul Dahlke—4566 (3-11-59)—Exploitable for art and language spots—Titles—D & F  
 Dist.

## INDIAN

PATHER PANCHALI—D-112m.—Hindu cast—4548 (12-24-58)—Prize-winning drama is art house natural—Titles—Harrison

## JAPANESE

MISTRESS, THE—D-102m.—Hidoko Takamine—4563 (2-25-59)—Okay Import for specialty spots—Titles—Harrison

## ITALIAN

ATTILA—MD-83m.—(TC)—Anthony Quinn, Sophia Loren—4474 (5-28-58)—Has exploitation possibilities—Dubbed—Embassy  
 BIGAMIST, THE—C-84m.—Vittorio De Sica, Franca Valeri—4469 (5-28-58)—For Italian and art spots—Titles—DCA  
 GUENDALINA—D-95m.—Jacqueline Sassard—4490 (7-9-58)—For art, Italian houses—Titles—Lopert  
 POOR BUT BEAUTIFUL—C-103m.—Marisa Allasio—4487 (7-9-58)—Dull Italian comedy—Titles—Trans-Lux  
 SHAMELESS SEX, THE—D-73m.—Yvonne Sanson, Frank Villard—4531 (11-12-58)—Strictly for the sex-ploitation spots—Dubbed  
 In English—Screenorama  
 TOSCA—OPERA—105m.—(CS; EC)—Franca Duval, Franco Corelli—4567 (3-11-59)—Well-made opera for art and specialty spots  
 —Titles—Casolaro-Giglio

## MEXICAN

ADAM AND EVE—D-76m.—(EC)—Christiane Martel, Carlos Baena—4474 (5-28-58)—Highly exploitable Biblical story—Com-  
 mentary—Horne  
 ROOTS, THE—COMP-96m.—Non-professional Mexican Indians—4519 (10-1-58)—Fine art house fare—Harrison

## NORWEGIAN

NINE LIVES—MD-85m.—Jack Fjeldstad—4575 (4-8-59)—Thrilling chase meller—Titles; narration—deRochemond



PHILIPPINES

BLOOD OF BATAAN—MD-76m.—Leopoldo Salcedo, Mona Lisa—4537 (11-26-58)—Exploitable war film—Spoken In English—Brenner

SWEDISH

THREE STRANGE LOVES—D-84m.—Eva Henning, Birger Malmsten—4567 (3-11-59)—Confused drama of sexual aberrations—Titles—Janus  
TIME OF DESIRE, THE—D-86m.—Barbaro Larsson, Margaretha Lowler—4495 (7-23-58)—Artistic exploration of the varieties of love—Titles—Janus  
VICIOUS BREED, THE—86m.—Arne Ragneborn, Maj-Britt Lindholm—4490 (7-9-58)—For art and Swedish spots—Titles—Brenne

MISCELLANEOUS

DISTRIBUTED DURING THE PAST 12 MONTHS

DARBY O'GILL AND THE LITTLE PEOPLE—D-93m.—TC—Albert Sharpe, Janet Munro—4583 (5-6-59)—The Disney name and the luck of the Irish should prove of assistance  
DATE WITH DEATH, A—MD-81m.—(Psychorama)—Gerald Mohr, Liz Renay—4575 (4-8-59)—Satisfactory programmer offers intriguing gimmick—Pacific Int.  
FRANKENSTEIN'S DAUGHTER—MD-85m.—John Ashley, Sandra Knight—4543 (12-10-58)—Inferior exploitation entry—Astor  
GIRL WITH AN ITCH—D-78m.—Kathy Marlowe, Robert Armstrong—4531 (11-12-58)—Sexy programmer has selling possibilities—Howco  
GO, JOHNNY, GO—MU-75m.—Alan Freed, Jimmy Clanton—4583 (5-6-59)—Rock 'n' roller for lower half—Roach  
I'LL GIVE MY LIFE—D-78m.—John Bryant, Angie Dickinson—4575 (4-8-59)—Religious film for specialized audiences—Howco  
LOST, LONELY, AND VICIOUS—D-73m.—Ken Clayton, Barbara Wilson—4538 (11-26-58)—Lower half filler—Howco  
MISSILE TO THE MOON—MD-78m.—Richard Travis, Cathy Downe—4543 (12-10-58)—Program filler—Astor  
MY WORLD DIES SCREAMING—D-81m.—Gerald Mohr, Cathy O'Donnell—4538 (11-26-58)—Psychological drama for lower half—Howco  
NO PLACE TO LAND—MD-78m.—(NA)—John Ireland, Marl Blanchard—4539 (11-26-58)—Interesting action programmer—Republic  
PETER PAN—CAR-77m.—(TC) (RE)—Produced by Walt Disney—4485 (7-9-58)—High rating Disney—Buena Vista  
PLAN 9 FROM OUTER SPACE—MD-76m.—Gregory Wolcott, Mona McKinnon—4531 (11-12-58)—Okay science fiction programmer—DCA  
SHAGGY DOG, THE—C-104m.—Fred MacMurray, Jean Hagen—4567 (3-11-59)—Highly amusing comedy-fantasy—Buena Vista  
SLEEPING BEAUTY, THE—CAR-75m.—(TE70; TC)—Walt Disney—4556 (1-28-59)—Another Disney cartoon treat—Buena Vista  
SOUTH SEAS ADVENTURE—DOC-120m.—(Cinerama; TC)—Produced by Carl Dudley—4495 (7-23-58)—Latest in travelogue series is highly interesting—SW-Cinerama  
TIA JUANA AFTER MIDNIGHT—BUR-58m.—Rita Ravel—4551 (1-14-59)—Average burlesque film—Alan Trading  
TONKA—W-97m.—(TC)—Sal Mineo, Philip Carey—4548 (12-24-58)—Indian yarn should appeal to youngsters—Buena Vista  
UNCLE TOM'S CABIN—MD-93m.—(RE)—Narrated by Raymond Massey—4539 (11-26-58)—Modernized reissue has possibilities—Colorama  
WHITE WILDERNESS—DOC-73m.—(TC)—Written and directed by Winston Hibler—4485 (7-9-58)—Very good "True Life Adventure"—Buena Vista  
YHO, THE SORCERER'S VILLAGE—DOC-70m.—(C)—Captain Hassold David—4491 (7-9-58)—Interesting visit to little known African spots—Film Rep.

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The Shorts Parade

1958-59 Season  
(Ratings: E—Excellent; G—Good; F—Fair; B—Bad)

NOTE: This Short listing is carried in every second edition of THE SERVISECTION—Alternating with a listing of Features by Production Numbers and Release Dates.

PROD. NOS. AND RELEASE DATES—NEXT ISSUEI

Columbia

TWO REEL

MUSICAL TRAVELARKS (3)

3441 (Dec.) Wonders of Puerto Rico . . . .G 20m. 4563

COMEDIES

THE THREE STOOGES (8)

3401 (Sept.) Sweet and Hot . . . . .F 17m. 4539  
3402 (Oct.) Flying Saucer Daffy . . . . .G 17m. 4539  
3403 (Dec.) Oil's Well That Ends Well . .F 17m. 4567  
3404 (Feb.) Triple Crossed . . . . .F 17m. 4567

ONE REEL

MAGOOS (10)

(Technicolor)

3751 (Sept.) Magoo's Cruise . . . . .E 6m. 4539  
3752 (Oct.) Love Comes To Magoo . . . .G 6m. 4539  
3753 (Nov.) Gumshoe Magoo . . . . .E 6m. 4564  
3754 (Jan.) Bwana Magoo . . . . .G 6m. 4568

HAM AND HATTIE CARTOONS (2)

(Technicolor)

3511 (Oct.) Spring and Saganaki . . . .G 7m. 4540  
3512 (Jan.) Picnics Are Fun . . . . .E 7m. 4564

WORLD OF SPORTS (10)

3801 (Sept.) Aqua-Rama . . . . .G 9m. 4540  
3802 (Oct.) Rasslin' Ref' . . . . .F 9m. 4540  
3803 (Dec.) Sportsmen's Paradise . . . .G 9m. 4564  
3804 (Feb.) Aquatic Carnival . . . . .F 9m. 4568

COLUMBIA REISSUES

ASSORTED AND COMEDY FAVORITES

TWO REELS

3421 Happy Go Wacky . . . . .F 16 1/2m. 3225  
3422 Trapped By A Blonde . . . . .F 16m. 2643  
3423 The Awful Sleuth . . . . .G 16m. 3072  
3424 The Mayor's Husband . . . . .F 16m. 1812  
3431 Two Roaming Champs . . . . .F 16 1/2m. 2964  
3432 Andy Plays Hookey . . . . .F 18m. 2112  
3433 Off Again, On Again . . . . .F 16m. 1685

SERIALS

TWO REELS

Wild Bill Hickok . . . . .E 15EP. 170  
Captain Video . . . . .G 15EP. 3209  
Tex Granger . . . . .G 15EP. 2369

COLOR FAVORITES CARTOONS

(Technicolor)

3601 Gerald McBoing Boing . . . . .E 6 1/2m. 2998  
3602 Flora . . . . .G 6m. 2352  
3603 Kitty Caddy . . . . .F 6m. 2287  
3604 Willie The Kid . . . . .E 7m. 3311  
3605 Short Snorts On Sports . . . . .F 6 1/2m. 2422  
3606 Rooty Toot Toot . . . . .E 8m. 3266  
3607 Bon Bon Parade . . . . .G 8m. 2375  
3608 The Emperor's New Clothes . .G 7m. 3527  
3609 The Untrained Seal . . . . .F 7m. 2436

CANDID MICROPHONES

3551 Number 3, Series 5 . . . . .F 10m. 3473  
3552 Number 4, Series 5 . . . . .F 10m. 3527  
3553 Number 5, Series 5 . . . . .F 10m. 3562

ANIMAL CAVALCADES

3951 Chimp-Antics . . . . .G 10 1/2m. 3418  
3952 Jungle Monarchs . . . . .F 10m. 3473  
3953 Greyhound Capers . . . . .F 9m. 3585

FILM NOVELTIES

3851 Rhapsody On Ice . . . . .G 9m. 2557  
3852 A Lass In Alaska . . . . .F 10 1/2m. 2497  
3853 Aren't We All . . . . .F 10 1/2m. 2328

MGM

REISSUES

ONE REEL

GOLD MEDAL REPRINT CARTOONS  
(Technicolor)

C-31 Jerry's Diary . . . . .G 7m. 2734  
C-32 Slicked-Up-Pup . . . . .E 6m. 3167  
C-33 Nitwit Kitty . . . . .G 7m. 3167  
C-34 Cat Napping . . . . .G 7m. 3194  
C-35 The Flying Cat . . . . .G 7m. 3154  
C-36 The Duck Doctor . . . . .G 7m. 3172  
C-37 The Two Mousketeers . . . . .E 7m. 3200  
C-38 Smitten Kitten . . . . .G 8m. 3259  
C-39 Triplet Trouble . . . . .G 7m. 3167  
C-40 Little Runaway . . . . .G 7m. 3177  
C-41 Fit To Be Tied . . . . .G 7m. 3235  
C-42 Push-Button Kitty . . . . .G 7m. 3279  
W-61 Cruise Cat . . . . .G 7m. 3387  
W-62 The Doghouse . . . . .G 7m. 3392  
W-63 The Missing Mouse . . . . .E 7m. 3418  
W-64 Jerry and Jumbo . . . . .G 7m. 3458  
W-65 Johann Mouse . . . . .E 7m. 3465  
W-66 That's My Pop . . . . .G 7m. 3519  
W-67 Car Of Tomorrow . . . . .E 7m. 3136  
W-68 Magical Maestro . . . . .F 7m. 3200  
W-69 One Cob's Family . . . . .E 8m. 3164  
W-70 Rock-A-Bye Bear . . . . .F 7m. 3333  
W-71 Cabollero Droopey . . . . .F 7m. 3342  
W-72 Little Johnny Jet . . . . .G 7m. 3499  
W-73 TV Of Tomorrow . . . . .E 7m. 3534  
W-74 Droopy's Double Trouble . . .G 7m. 3129  
W-75 Little Wisequacker . . . . .G 7m. 3402  
W-76 Busybody Bear . . . . .G 7m. 3418  
W-77 Barney's Hungry Cousin . . .F 7m. 3425  
W-78 Cobs and Robbers . . . . .F 7m. 3488



Paramount

TWO REEL  
SPECIAL

(VistaVision; Technicolor)

VistaVision Visits Spain .....E 18m. 4532

ONE REEL  
CASPER CARTOONS  
(Technicolor)

B17-1 (Nov. 15) Boo Bop .....G 7m. 4431  
B17-2 (Jan. 24) Hair Restorer .....F 6m. 4463  
B17-3 (Feb. 28) Spook and Span .....F 6m. 4475  
B17-4 (Apr. 25) Ghost Writers .....F 7m. 4467  
B17-5 (May 2) Which Is Witch .....F 6m. 4512  
B17-6 (Sept.) Good Scream Fun .....G 7m. 4532  
B-18-1 (Jan.) Doing What's Fright .....F 6m. 4580

HERMAN AND CATNIP (4)

H18-1 (Jan.) Owly To Bed .....G 6m. 4580  
H18-2 (Feb.) Felineous Assault .....G

NOVELTOONS (6)  
(Technicolor)

P18-1 (Oct.) Stork Raving Mad .....G 6m. 4540  
P18-2 (Dec.) Dawg Gawn .....F 6m. 4580  
P18-3 (Jan.) Animal Fair .....F

MODERN MADCAPS (6)

M18-1 (Nov.) Right Off The Bat .....G 7m. 4539  
M18-2 (Feb.) Fit To Be Toyed .....G 7m. 4583

PARAMOUNT REISSUES  
POPEYE CHAMPIONS

E18-1 Quick On The Vigor .....G 7m. 2953  
E18-2 Riot In Rhythm .....F 7m. 2975  
E18-3 Farmer and The Beile .....G 7m. 3004  
E18-4 Vacation With Play .....G 7m. 3005  
E18-5 Thrill Of Fair .....G 7m. 3056  
E18-6 Alpine For You .....G 7m. 3080

CARTOON CHAMPIONS

S18-1 Voice Of The Turkey .....F 6m. 2975  
S18-2 Party Smarty .....F 7m. 3129  
S18-3 Case Of The Cockeyed Canary .....G 7m. 3448  
S18-4 Feast and Furious .....G 6m. 3448  
S18-5 Starting From Hatch .....G 7m. 3483  
S18-6 Winner By A Hare .....F 6m. 3499  
S18-7 Boo Hoo Baby .....G 8m. 3035  
S18-8 Casper Comes To Clown .....G 7m. 3154  
S18-9 Casper Takes A Bow Wow .....F 7m. 3209  
S18-10 Ghost Of The Town .....G 7m. 3285  
S18-11 Mice Capades .....G 7m. 3410  
S18-12 Of Mice And Magic .....F 7m. 3491  
S18-13 Herman The Cartoonist .....F 7m. 3519  
S18-14 Drinks On The Mouse .....F 7m. 3585

20th Century-Fox

(1958)

ONE REEL  
CINEMASCOPE  
(Color)

7801 (Jan.) High Divers and Dolls .....F 8m. 4463  
7802 (Feb.) The Jumping Horse .....G 9m. 4463  
7803 (Mar.) Wild Race For Glory .....G 9m. 4463  
7804 (Apr.) Transcontinental .....F 9m. 4463  
7806 (Mar.) Fortress Formosa .....G 9m. 4475  
7807 (June) Inside Poland Today .....G 10m. 4512  
7808 (July) Snow Fun In College .....G 9m. 4540  
7809 (Aug.) Dance Beat .....G 9m. 4540  
7810 (Sept.) Rockets Roar .....G 10m. 4552

7811 (Oct.) Blue Water Sports .....G 9m. 4568  
7812 (Nov.) Undersea Adventure .....G 10m. 4568  
7813 (Dec.) Fireworks For Freedom .....G 10m. 4568  
7901 (Jan.) Alaska .....F 10m. 4568  
7902 (Feb.) Football Roundup .....F  
7903 (Mar.) Swedish Air Force .....F

TWO REEL

CINEMASCOPE SPECIALS

7805 (Jan.) Queen Elizabeth Hailed By  
U. S. And Canada .....G 15m. 4463

SPECIAL

7350 (May) Colorful Courtship (DC) ....G 15m. 4532

ONE REEL

CINEMASCOPE TERRYTOONS  
(Technicolor)

5801 (Jan.) Springtime For Clobber ....F 6m. 4463  
5802 (Feb.) It's A Living .....F 6m. 4463  
5803 (Mar.) Gaston's Baby .....F 6m. 4463  
5804 (Apr.) The Juggler of Our Lady ...E 9m. 4423  
5805 (May) Gaston, Go Home! .....F 6m. 4491  
5806 (June) Dustcap Doormat .....F 6m. 4491  
5807 (July) Camp Clobber .....F 7m. 4495  
5808 (Aug.) Sick, Sick Sidney .....G 7m. 4495  
5809 (Sept.) Old Mother Clobber .....F 7m. 4512  
5810 (Oct.) Gaston's Easel Life .....F 6m. 4520  
5811 (Nov.) Signed, Sealed and Clobbered G 6m. 4567  
5812 (Dec.) Sidney's Family Tree .....E 6m. 4567  
5901 (Jan.) Clobber's Ballet Ache .....F 6m. 4567  
5902 (Feb.) Tale Of A Dog .....F 6m. 4567  
5903 (Mar.) Another Day For Doormat ....

20TH CENTURY-FOX REISSUES

TERRYTOON TOPPERS

5831 Witch's Cat .....F 7m. 2444  
5832 Woodman Spare That Tree ..F 7m. 3013  
5833 Mysterious Stranger .....F 7m. 2497  
5834 Happy Landing .....F 7m. 2625  
5835 Lazy Little Beaver .....F 7m. 2352  
5836 Hula, Hula Land .....F 7m. 2667  
5837 Love's Labor Won .....F 7m. 2444  
5838 Golden Egg Goose .....G 7m. 3120  
5839 Feudin' Hillbillies .....F 7m. 2403  
5840 A Truckload Of Trouble .....F 7m. 2724  
5841 The Happy Cobblers .....G 7m. 3279  
5842 Happy Valley .....G 7m. 3326  
5931 The Racket Buster .....F 7m. 2590  
5932 The Super Salesman .....F 7m. 2297  
5933 Sparky The Firefly .....

Universal-International

TWO REEL

SPECIALS IN COLOR

3901 { } Island Empire .....  
3902 { } Venice Of The East .....

ONE REEL

COLOR PARADES (8)

3971 (Nov.) Venezuela Holiday .....G 9m. 4540  
3972 (Dec.) Down The Magdalena .....F 10m. 4540  
3973 (Jan.) Round-Up Land .....G 9m. 4544  
3974 (Mar.) Safari City .....G 9m. 4564  
3975 (April) Travel Tips .....F 8m.

WALTER LANTZ COLOR CARTUNES (13)

3911 (Nov.) Jittery Jester .....G 6m. 4539  
3912 (Dec.) Little Televillain .....F 7m. 4539  
3913 (Jan.) Truant Student .....G 6m. 4544  
3914 (Feb.) Robinson Gruesome .....F 6m. 4564  
3915 (Mar.) Tomcat Combat .....F 6m. 4580  
3916 (April) Yukon Have It .....  
3917 (April) Log Jammed .....

VARIETY VIEWS

3891 (Jan. 20) Barnyard Frolics .....F 9m. 4436  
3892 (Feb. 24) Between The Continents ..F 9m. 4495  
3893 (Mar. 31) Cycie Mania .....G 9m. 4512  
3894 (Sept.) Tragedy, U. S. A. ....E 9m. 4532  
3895 (Oct.) Up and Over .....F 9m. 4532

UNIVERSAL-INTERNATIONAL REISSUES

WOODY WOODPECKER CARTUNES

3931 Termites From Mars .....G 6m. 3459  
3932 What's Sweepin' .....F 6m. 3459  
3933 Buccaneer Woodpecker .....F 6m. 3499  
3934 Operation Sawdust .....F 6m. 3562  
3935 Wrestling Wrecks .....F 6m. 3562  
3936 Belle Boys .....F 6m. 3603

Warners

ONE REEL

BUGS BUNNY SPECIALS  
(Technicolor)

6721 (Nov.) Pre-Hysterical Hare .....G 7m. 4539  
6722 (Jan.) Baton Bunny .....F 7m. 4583  
6723 (Feb.) Hare-Avian Nights .....F 7m. 4583  
6724 (Apr.) Apes Of Wrath .....G 7m. 4583  
6725 (June) Backwoods Bunny .....G 7m.

MERRIE MELODIES-LOONEY TUNES  
(Technicolor)

5701 (Nov. 16) Mouse-Take Identity ....F 7m. 4412  
5702 (Nov. 30) Gonzales' Tamales .....F 7m. 4412  
5703 (Jan. 4) Don't Axe Me .....F 7m. 4431  
5704 (Jan. 18) Tortilla Flaps .....F 7m. 4432  
5705 (Feb. 22) A Pizza Tweety-Pie ....G 7m. 4463  
5706 (Mar. 8) Robin Hood Daffy .....G 7m. 4463  
5707 (Apr. 12) Whoa, Be Gone .....F 7m. 4463  
5708 (Apr. 26) A Waggily Tale .....G 7m. 4475  
5709 (May 10) Feather Bluster .....G 7m. 4475  
5710 (June 28) To Itch His Own .....F 7m. 4512  
5711 (July 26) Dog Tales .....G 7m. 4512  
5712 (Sept. 6) Weasel While You Work ..G 7m. 4532  
5713 (Sept. 27) A Bird In A Bonnet ...G 7m. 4532  
5714 (Oct. 11) Hook, Line and Stinker ..F 7m. 4532  
6701 (Nov.) Gopher Broke .....F 7m. 4539  
6702 (Dec.) Hip-Hip-Hurry! .....F 6m. 4564  
6703 (Dec.) Cat Feud .....F 6m. 4564  
6704 (Jan.) Mouse Placed Kitten .....G 7m. 4584  
6705 (Feb.) China Jones .....G 7m. 4583  
6706 (Mar.) Trick Or Tweet .....F 7m. 4584  
6707 (Apr.) The Mouse That Jack Built ..G 7m.  
6708 (May) Hot Rod and Reel .....F 7m.  
6709 (May) Mut In A Rut .....G 7m.  
6710 (June) Really Scent .....F 7m.

WARNERS' REISSUES

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6301 Bowery Bugs .....F 7m. 2650  
6302 An Egg Scramble .....F 7m. 2865  
6303 Wise Quackers .....F 7m. 2557  
6304 Two's A Crowd .....G 7m. 3013  
6305 Canary Row .....G 7m. 2953  
6306 Dog Collared .....  
6307 Fox In A Fix .....  
6308 My Bunny Lies Over The Sea  
6309 Golden Yeggs .....  
6310 Scent-imental Romeo .....  
6311 Canned Feud .....  
6312 Early To Bet .....  
6313 Boobs In The Woods .....

Miscellaneous

CAPRI (EC) (EROS) .....E 24m. 4576  
Grand Canyon (CS;TC) (Bu-Disney) .....G 26m. 4563  
Coronation of Pope John XXIII  
(TC;VV) (Rank) .....E 18m. 4539  
Geisha (C) (Brenner) .....E 30m. 4563  
Miracle Of Todd-AO, The (TC)  
(MAGNA) .....E 15m. 4551  
N.Y., N.Y. (TC) (UA) .....G 15m. 4552  
Scotland (CS;TC) (BV-Disney) .....E 25m. 4539  
Thrill Of A Lifetime (CS;C) (Howco) ....G 11m. 4576  
Wales (BV-Disney) (CS;TC) .....G 25m. 4532

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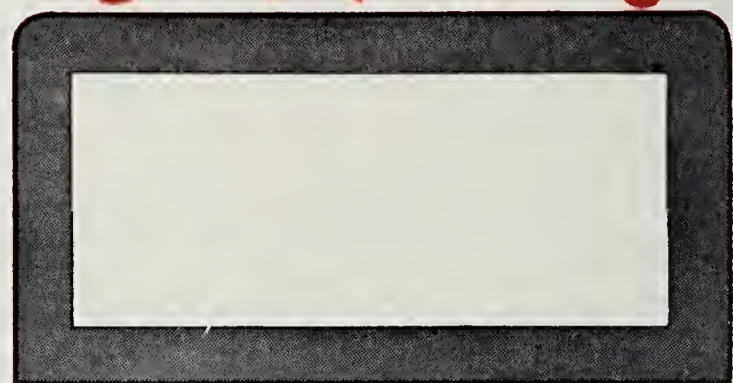
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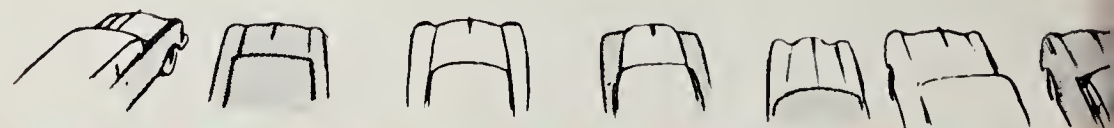
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MAY 20, 1959

Volume 62

Number 2

IN THREE SECTIONS • THIS IS SECTION ONE



## COMPO Reports On Varied Projects

(See Page 8)

## Foreign-Specialty Picture Sources

(See Pink Reviews)

George Weltner, Paramount Pictures vice-president and worldwide sales head is currently touring key cities with Paramount's "Boxoffice Festival" screenings and exhibitor meetings for "The Five Pennies," "Last Train From Gun Hill," and "Don't Give Up The Ship." (See editorial, MAN WITH A FUTURE)

**editorial:** On The Success Of "AL CAPONE" . . . See Page 5)



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VOLUME 62 • NO. 2

MAY 20, 1959

## A MAN WITH A FUTURE

WHEN YOU are "making book" on the manpower that will run this industry's future, don't overlook Paramount's George Weltner.

Currently on a highspot visit around the domestic industry, meeting and listening to exhibitor leaders, meeting and listening to company personnel, and generally getting a better understanding and "feel" of the domestic problems and Paramount's future needs, Weltner is merely completing the pattern that will qualify him for increased future service. As a matter of fact, meeting and listening seems to be a key to Weltner's management decisions, as those exhibitors will

testify who have visited with him on his current swing.

Weltner joined Paramount 37 years ago and spent 31 years in all branches of the foreign department, that now accounts for nearly half of any company's gross revenue. In March, 1955, he became his company's top world-wide distribution executive. And in July, 1957, he was elected a vice-president.

Still young enough to have a lot of future, we can't feel that this is the final achievement of George Weltner. A "heavy-weight" and a "company man," trained for years under Barney Balaban and some of the best distribution brains in the industry, it would seem that he is one of the industry's marked men.

## ON THE SUCCESS OF "AL CAPONE"

THERE WAS an old belief of the Barnum "tub thumpers" that all references, whether good or bad, were helpful. As they used to put it, "Say anything you like, but just spell the name right!" Something in this vein was noticed in the recent tremendous boxoffice success of "AL CAPONE".

Admittedly, this Allied Artists' release was a well-made and interesting feature, and Rod Steiger was brilliant in the title role; but the latter was never rated as a boxoffice champ, and there have been many well-made and interesting features that haven't approached the "AL CAPONE" grosses; even though the "ad boys" backed it with a strong series of selling ads and stunts. But something unusual did happen to this picture, and it just might have made the difference.

Commenting on this, a theatre executive friend went to his file and extracted the tearsheet of a big TV display ad that read: "Westinghouse-Desilu Production. The Story of AL CAPONE Narrated by Walter Winchell. ROBERT STACK, NEVILLE BRAND, KEENAN WYNN in "THE UNTOUCHABLES". The group of honest men who destroyed gangland's greatest empire. TONIGHT 10 P.M. on CHANNEL 55." Thrown into the market while the movie "AL CAPONE" was still in its first-runs, this would seem to have been a killer. But TV "spelled the name right".

As our theatre executive friend sees it: "Ads like these ran everywhere. The manager of one of our key city theatres, booked to play "CAPONE" the following week, sent this tear-sheet with his observation that 'This may hurt us!' And I think TV thought they would hurt us. After all, our "AL CAPONE" movie had been announced and had been in production for a year or so. It now was being heavily advertised in high-admissioned first-run theatres, and TV had names like Winchell, Stack and Wynn to lay against our Steiger. And their price was right! For free!"

"But, from the audience cards we have seen, something else happened. Millions of people saw the TV show on their little home sets and were sufficiently interested that they wanted to see more on our large theatre screen. Millions of teen-agers, born long years after Al Capone was dead, were filled in and acquainted with his history. And the whole TV show resulted in a gigantic, beyond-price plug for the movie. Whammo! The boxoffice reacted!"

So we too inspected the audience cards, and card after card backed up his theory. The TV show shared importance with local newspapers as the two main reasons for attendance.

Maybe we ought to encourage TV to do more "killers." If they'll just "spell the name right"!

## A BOW TO LESTER STEPNER

WE SEE by John Fitzgerald's LOOKING AND LISTENING column in Our Sunday Visitor (Catholic and 830,884 weekly) that Lester Stepner, manager of the Evanston Theatre, Evanston, Ill., has "been honored by 22 Evanston PTAs for maintaining a wholesome atmosphere in his theatre." Added praise drew attention to him for "presenting special programs for our children; for the cleanliness and discipline in the theatre; and for his cooperation with parent and civic organizations in our community."

Congratulations, Lester! You have brought credit to our industry as a whole.

We are sure, however, and Lester will agree, that there are literally thousands of other theatre owners and managers from one end of the country to the other who have similar objectives, and who are equally sincere. Very often, it is more

frustrating to such managers than to their patrons, to note that the cheap, the gaudy, and the sensational, get better patronage than the sweet, the clean, and the delightful. Maybe the better elements in each community would make a very real contribution to the showing of better quality films if they got to know their theatremen; told him what pleases them and what offends them, and why; and occasionally honor him, as Lester was honored by Evanston for a job well done.

This latter thinking is also expressed by John Fitzgerald, in slightly different words. And he is right as rain!

Spanked continuously, treated as someone who operates a shady business, and never given a kind word or pat on the back, is not the way to build a friendly cooperative theatre operator. In Evanston—or anywhere else!



# Letters . . .

**UNSOLICITED** • The letters from readers which appear on this page are not solicited. MOTION PICTURE EXHIBITOR does not suggest questions to readers in order to provide a flow of letters.

## From KNOXVILLE, TENN.

Having read your editorial "WILL YOU SUBMIT TO AN AUDIT?" (issue of May 6), my answer is an emphatic "yes!"

With some companies we do operate on a scale. Some are based on figures provided by our auditors, but we have also submitted to an outside audit for others. Our scale is virtually unquestionable in view of the fact that it results in what is practically one-dollar-per-seat-per-week, exclusive of film rental and advertising. If anyone can do it cheaper in these times, I'd like to know how.

But still there are companies that aren't satisfied with this, and prefer to operate on their so-called plan of fixed "policy" terms.

WALTER L. MORRIS  
Pike and Tower Theatres

## From GLENSIDE, PA.

In regard to the several different enlightening aspects of SLIDING SCALE that MOTION PICTURE EXHIBITOR has published recently, may I say that I have offered scale to all distributors with whom I don't have it at present, and I have been turned down cold. And answering your May 6 editorial ("WILL YOU SUBMIT TO AN AUDIT?") my answer is *yes!*

MEL KOFF  
Keswick Theatre

## From ASHLAND, VA.

We have already told two exchanges in Washington, D. C., that we want to go on sliding scale as soon as present contracts expire. We will be glad to open our books for auditing.

CARLTON DUFFUS  
Ashland Theatre

## From CRAIGSVILLE, W. VA.

Replying to your editorial question: "WILL YOU SUBMIT TO AN AUDIT?" (issue of May 6) *I sure will!*

A. A. RICHARDS  
Craigsville Drive In Theatre

## From RED WING, MINN.

Regarding your editorial "WILL YOU SUBMIT TO AN AUDIT?" (issue of May 6), I would do *anything* to be able to buy everything on scale. Of course it should apply to the "block-busters" as well as to the "Bs".

JAMES FRASER  
Auditorium Theatre

## From MEDIA, PA.

On the subject of SLIDING SCALE, as discussed in your issues of April 29 and May 6, I can assure you that I would be more than happy to submit to a Price-Waterhouse audit, for I think that "scale" is the only fair way to price pictures on their grossing ability.

HARRY L. DEMBOW  
Media Theatre

*EDITOR'S NOTE: And still they come—with every mail. Not one letter has been received that would indicate theatre-owner resistance or refusal to an honest audit.*

## From TORONTO, CANADA

Regarding your editorial "WILL YOU SUBMIT TO AN AUDIT?" (issue of May 6) we have always submitted to audit, and sliding scales are undoubtedly the most fair measure of what a picture can pay as film rental.

However, when a distributor takes the scale and says, "This is all the profit you can earn, regardless of what the picture grosses"; or, as we had one distributor's representative say to us, "You have made too much money on this picture" after we had played it on a scale that they had agreed to; then, my friend, we have met a type of trading that makes it impossible for the honest exhibitor to exist.

J. J. FITZGIBBONS, President  
Famous Players Canadian Corp., Ltd.

*EDITOR'S NOTE: We are honored by this unsolicited comment from the highly respected head of the largest single film buying exhibitor in all of Canada. Had verification of our published views on Sliding Scale been needed, we are content that Mr. Fitzgibbons has supplied it.*

## From MONTAGUE, P.E.I., CANADA

While your efforts are appreciated, we don't see how you or anyone else can help the small exhibitor. We are being eliminated. Percentage, preferred playing time, price fixing. The motion picture business for the small independent exhibitor is going fast.

BRUCE HOLMES YEO  
Exhibitor

*EDITOR'S NOTE: Chin up. Even distributors know that if they kill the goose, there won't be any golden omelettes.*

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## From CHICAGO, ILL.

I am writing to inform you about the motion picture censorship ordinance which I introduced into the Chicago City Council on April 22.

I enclose a copy of the ordinance. It would dispense with censorship altogether except for the showing of films to persons under eighteen. In other words, an exhibitor could exhibit any film at any time to persons above the age of eighteen and would be limited only by the statute against obscenity, his own canons of good taste, and the practical pressure of the box office. If he wanted also to show the film to persons seventeen or under, he would have to obtain a permit in the usual way.

The purpose of the ordinance is to end once and for all the censorship of films for adults. There is no other field in which pre-censorship occurs. It would be totally unthinkable to have police pre-censorship, or any other kind of pre-censorship, of newspapers, books, magazines, radio, or television. The only reason for retaining pre-censorship of films for children seventeen or younger is to recognize a widespread feeling that children need special protection. Under the proposed ordinance it might be possible to apply rational, psychological standards for juveniles, a procedure which certainly does not apply under any system of pre-censorship for adults.

The ordinance was referred to the City Council's Committee on Police which will hold hearings in the near future. At the same time, the corporation counsel is drafting a new ordinance on motion picture censorship which the mayor will introduce into the City Council. Undoubtedly, hearings on both proposed ordinances will take place at the same time. The activity of the corporation counsel was stimulated by the decision of United States District Court Judge Philip L. Sullivan in the "Desire Under the Elms" case. Judge Sullivan held unconstitutional the section of the present Chicago censorship ordinance providing a different censorship for juveniles and using vague standards for them.

Although the Chicago censorship ordinance prohibits any public exhibition of films without police pre-censorship, the Commissioner of Police has been condoning violations for several years by refraining from passing on newsreels. Nevertheless, there has never been a public showing in Chicago of the Paramount newsreel of the 1937 Republic Steel Company massacre by Chicago police, a film which the police censored at that time and which has never been shown since.

The present censorship board consists of six elderly women. If censorship for adults is brought to an end and censorship is limited to juveniles, it might be possible to replace them with competent educators or psychologists.

LEON M. DESPRES, Alderman, 5th Ward  
City Council

*EDITOR'S NOTE: Thank you, Mr. Despres. It was nice of you to think particularly of MOTION PICTURE EXHIBITOR.*

## From MAYSVILLE, KY.

MOTION PICTURE EXHIBITOR is a very, very good trade paper.

EARL W. URMSTON, President  
Park Drive-In Theatre, Inc.

## From LANARK, ILL.

I just want you to know that we like and use your MOTION PICTURE EXHIBITOR, and the separate saveable sections on REVIEWS, SERVICESECTION, and EXPLOITATION.

GEORGE B. CROFTON, Owner-Manager  
Lanar Theatre



# NEWS CAPSULES



## BROADWAY GROSSES

### Holdovers Ending Long Runs

NEW YORK—Fair returns were indicated at the end of several long runs last week-end in the Broadway first-runs. United Artists' "Some Like It Hot," Loew's State, and the opening of UA's "Alias Jesse James" led the parade.

"WARLOCK" (20th-Fox). Paramount (\$39,435)\*—Third session hit \$25,000.

"COUNT YOUR BLESSINGS" (MGM). Radio City Music Hall (\$147,610)—Thursday through Sunday accounted for \$80,000, with the fourth and last week sure to tally \$118,000. Stage show.

"IMITATION OF LIFE" (U-I). Roxy (\$55,405)—Friday through Sunday announced as \$30,000, with the fifth week claimed as \$45,000. Stage show.

"THE MATING GAME" (MGM). Capitol (\$33,350)—Third and last week dropped to \$16,000.

"AL CAPONE" (Allied Artists). Victoria (\$22,900)—Eighth week reported as \$20,000.

"ALIAS JESSE JAMES" (UA). Astor (\$25,630)—Opening week of Bob Hope comedy jumped to \$27,000.

"THE SHAGGY DOG" (Buena Vista). Odeon on the last five days of the ninth week hit \$6,000.

"SLEEPING BEAUTY" (Disney-Buena Vista). Criterion stated that the 13th and last week would reach \$12,500.

"SOME LIKE IT HOT" (UA). Loew's State announced that the seventh week was \$40,829. Sunday of eighth week was \$8,185.

"DIARY OF ANNE FRANK" (20th-Fox). RKO Palace reported fair returns as the hard ticket engagement continued.

\*Figures in parentheses reveal 1958 averages as compiled by MOTION PICTURE EXHIBITOR.

A Quick Summary of All Important Industry News Condensed for the Busy Executive.

FORMS FOR THIS PAGE CLOSED AT 2 P.M., ON MON., MAY 18

## Freeman Gives Up Most Paramount Duties

HOLLYWOOD—Barney Balaban, president, Paramount Pictures Corporation, announced this week that due to persistent poor health since a heart attack two years ago, Y. Frank Freeman, studio chief since 1938, is giving up most of his duties.

In the future, though he retains the title of vice-president, the 68-year-old Freeman will act mainly as a consultant. His administrative duties will be assumed by Jack Karp, who has been his assistant for the last 20 years.

Balaban's announcement left open the possibility that a new job might be created to take over the artistic aspects of Freeman's work. Karp, a lawyer and former head of the legal department, is apparently to be concerned almost entirely with administrative work.

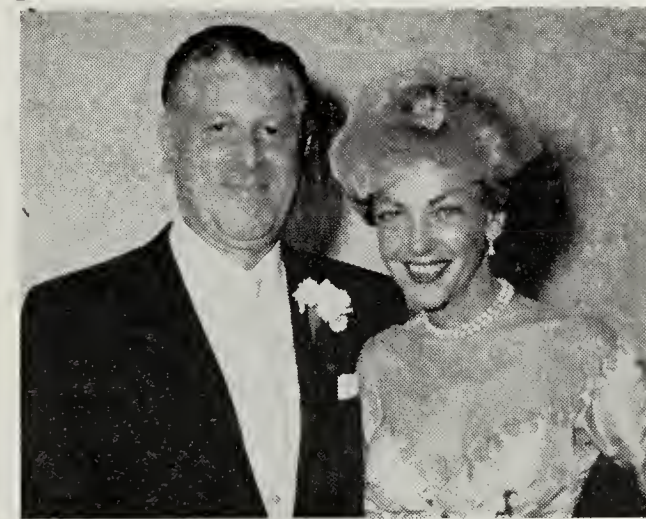
Balaban stressed that the company has ambitious plans for expansion of its artistic program, adding that the studio considered itself fortunate to have Freeman available in this expansion.

It was considered likely that Paramount would become more aggressive in seeking new producers, scripts, and performers.

Freeman came to Paramount as a vice-president and was placed in charge of the studio in 1938. Balaban, acceding to his retirement request, praised him for his contributions to the company and for the prestige he has brought to Paramount and the industry by his integrity and interest in civic affairs.

## Pa. Drive-Ins Change Hands

READING, PA.—Richard Fox, operator, Sinking Springs Drive-In, Sinking Springs, Pa., has taken over effective this week both the Reading Drive-In and the Mt. Penn Drive-In theatres, Reading, Pa. Milgram Buying and Booking Service, Philadelphia, will service all three.



Actress Vivian Blaine and Milton R. Rackmil, president of Decca Records and Universal Pictures, were married last fortnight by Supreme Court Justice Henry Clay Greenberg in New York City.



## FILM FAMILY ALBUM

### Diamond Rings

Mr. and Mrs. Morton Peyser, Mt. Vernon, N. Y., have announced the engagement of their daughter, Linda Kay, to Steven John Fellman, son of Mr. and Mrs. Nat D. Fellman, New Rochelle, N. Y. Nat Fellman is an executive with the Stanley Warner Corporation.

### Gold Bands

Vivian Blaine, actress, and Milton R. Rackmil, president of both Decca Records and Universal Pictures, were married last fortnight in New York City at a ceremony performed by Supreme Court Justice Henry Clay Greenberg.

Juanita Garcia, daughter of Mr. and Mrs. Raymond Garcia, was married to Henry McCabe, recently. The bride's father is manager of the Avenue, New Orleans.

Ruth Toubman, Southeastern Theatre Equipment secretary and a member of WOMPI and the Pilot Club, married Dr. Leon Segal recently. After a wedding trip, the couple will reside in Metairie, La.

### Sick Call

Herman Marks, MGM booker in Chicago, was hospitalized recently after suffering a heart attack.

### Obituaries

John Ehrlich, 63, former theatre manager and a booker for Stanley Warner and Republic in Philadelphia, died in Hahnemann Hospital suddenly last fortnight. A member of Motion Picture Associates, he is survived by his wife, brothers, and sisters.

Andrew O. Gibson, 54, secretary-treasurer, Dipson Theatres, was found dead in his automobile last fortnight. He was on his way to his office in Batavia, N. Y., headquarters of the circuit. He was a member of Variety Club Tent Seven, and is survived by his wife, a son, a sister, and two grandchildren.

John E. Kerikas, 74, who opened and operated the first motion picture theatre in Garfield, Utah, and who later established the Isis houses in Salt Lake City and Bingham, died recently.

Joseph M. Ricci, 85, veteran Meriden, Conn., exhibitor, died after a long illness. At his death, he owned the Capitol here, managed by his son, A. Leo Ricci. The elder Ricci built his first theatre, Ricci's Life Theatre, Meriden, in 1913.

Walter W. Vincent, 90, who with his partner, Sidney Wilmer, formed the Wilmer and Vicent Circuit of theatres which extended from upstate New York to Virginia, died last fortnight at Roosevelt Hospital. At one time, he was chairman of the board of Republic Pictures. The circuit was absorbed by Fabian Theatres. In his long show business career, Vincent had been an actor, writer, producer, and theatre owner, leaving a newspaper career to enter show business. He had been president of the Actors Fund since 1940. With Wilmer, he started his theatre circuit in 1901. Survivors include a brother and several nieces and nephews.

## Industry's Most Complete Saveable Review Section

### IN THIS ISSUE

1. Ask Any Girl (MGM)
  2. The Cat (Ellis)
  3. The Eighth Day Of The Week (Continental)
  4. Embezzled Heaven (de Rochemont)
  5. The Four Skulls Of Jonathan Drake (UA)
  6. Girls In The Night (Continental)
  7. The Gunfight At Dodge City (UA)
  8. He Who Must Die (Kassler)
  9. Hercules (WB)
  10. A Hole In The Head (UA)
  11. The Invisible Invaders (UA)
  12. The Isle Of Levant (Miracle)
  13. Jonas (President)
  14. Love Is My Profession (Kingsley-Int.)
  15. Middle Of The Night (Col.)
  16. The Mirror Has Two Faces (Continental)
  17. Monpti (Bakros-Int.)
  18. The Mysterians (MGM)
  19. Shake Hands With The Devil (UA)
  20. Sinners Of Paris (Ellis)
- plus 10 SHORT SUBJECTS



# COMPO Notes Progress On Projects

## Educational Campaign On Censorship Is Considered; Research Program Studied; B-B Funds Are Returned

NEW YORK—The Council of Motion Picture Organizations executive committee met last week at the Park Sheraton Hotel.

Charles E. McCarthy, the Council's information director, reported that COMPO has achieved most of the projects assigned to it by the American Congress of Exhibitors and "is prepared to put the rest into operation as soon as possible."

Placed before the executive committee was a proposal that an educational campaign on censorship be conducted among "key opinion makers," particularly in "sensitive areas," and among all persons in the industry. The campaign would seek to familiarize the latter with their constitutional rights.

Two of the projects assigned to COMPO by ACE were a general research program and a survey of the industry's advertising. These have been combined into one on the grounds "they both entailed research" and that "tentative cost estimates" have been solicited from "10 well-known research organizations." The cost of any research project, it was pointed out, will have to be defrayed by a special fund outside of the dues paid to COMPO. Tentative estimates placed these costs at anywhere from \$6,000 to \$100,000, and the meeting was reminded that "in view of the failure to raise money for the business building campaign, these costs should be carefully considered."

Abe Montague, MPAA's representative on the governing committee of COMPO, informed the meeting that there was no guarantee that the association could match any amount contributed by exhibition, but promised that if a research program could be worked out, he would recommend that the MPAA board consider it.

Samuel Pinanski, Theatre Owners of America's spokesman on the COMPO triumvirate, who presided at the meeting, moved that the Council's research committee be expanded. It now comprises Walter Reade, Jr., chairman; Ralph Hetzel, vice-president, MPAA; and Harry Goldberg, Stanley Warner.

McCarthy reported, "There have been no requests for COMPO's help on any national legislation, with the sole exception of a suggestion from Carlton Duffus, Virginia Theatre Owners Association, that COMPO should support a bill now in Congress respecting standard time; COMPO is continuing efforts in the local tax field; when the public relations network being set up by COMPO starts to function, the Council will have machinery for publicizing new personalities; plans are being formed for the enlistment of industry figures willing to make speeches before civic groups and other similar organizations; progress has been made in COMPO's campaign to win a better break for film advertising and news; and COMPO may find it necessary to expand its staff once we get deeper into our program."

The suggestion that COMPO take action against Daylight Saving Time was tabled for the present.

A committee was named to find out how the material prepared for the abandoned business-building campaign could be used by exhibitors at the local level. This comprises

## Cleveland "Diary" Bow In Suburban Theatre

CLEVELAND—The roadshow engagement of 20th-Fox's "The Diary Of Anne Frank" will take place at the de luxe 1600 seat Fairmount, Shaker Heights, beginning June 17, it was announced last fortnight. This marks the first time that a major film production will have its initial local run at a suburban location.

The premiere is being sponsored by the Cleveland Council on Human Relations, while Hadassah will sponsor the second night's performance. The premiere will be preceded by an invitational press showing on June 16.

## Matsoukas Joins Ad Agency, Heads Dept.

NEW YORK—Nicholas J. Matsoukas last week announced his association with Seklemian, Phillips and North, Inc. He will head his own department in creative advertising and special public relations campaigns.



MATSOUKAS

For the past four years, Matsoukas personally handled and serviced the advertising account for the Magna Theatre Corporation, headed by George P. Skouras. Magna Theatre Corporation produced and distributed Rodgers and Hammerstein's "Oklahoma!" and "South Pacific" in Todd-AO. In handling this account, Matsoukas also served in the capacity of national director of advertising, publicity and exploitation for the road show engagements.

In associating himself with Seklemian, Phillips and North, Inc., Matsoukas is expanding his capacity and is increasing his effectiveness in the creative advertising and public relations field.

A graduate of the University of Chicago, Matsoukas worked for several years on the editorial staff of the Chicago Daily News during the late 20s and early 30s before embarking on a variety of important public relations and advertising campaigns both in and out of the industry.

Ben Marcus, Max A. Cohen, Ernest Stellings, Montague, Solomon Strausberg, Horace Adams, Harry Brandt, Albert M. Pickus, and McCarthy.

The meeting approved the continuing of monthly COMPO ads in Editor and Publisher because of what was held to be "impressive proof" of their acceptance.

No new consultant contract with Robert W. Coyne, who resigned as COMPO special counsel last year, was voted.

The annual budget, said to be the same as last year's, was approved. It was revealed that refund checks had been sent by COMPO to exhibitors who contributed to the business building campaign, with 20 per cent deducted in each instance for expenses.

It was reported that dues paid by exhibitors this year will be approximately \$80,000.

Oct. 14 was set as the date of the Council's annual meeting and election of officers.

## First ACE-MPA Meet Termed Constructive

NEW YORK—Following the initial meeting of representatives of the American Congress of Exhibitors headed by S. H. Fabian and the exhibitor relations committee of the Motion Picture Association headed by Eric Johnston in the board room of 20th-Fox, Johnston and Fabian stated that they were both highly enthusiastic about the session, termed "constructive and exploratory."

No decisions were made and representatives present were going back to their respective groups for discussions. Another meeting will be arranged, probably within a month, and it is hoped that some conclusions will be arrived at then.

Subjects discussed ran the spectrum of the industry, including trade practices, but no one tried to get specific. They said that both sides showed a constructive attitude toward the problems of the other.

Fabian felt encouraged and the exhibitor representatives were pleased with the atmosphere of the meeting. They felt that everyone tried to look at industry conditions realistically, and questions were posed for later solution.

Jack Kirsch and Irving Dollinger represented Allied's Horace Adams, who was ill, while Robert Benjamin, United Artists board chairman, substituted for Arthur Krim.

## Four Star Leases Rep. Studio

HOLLYWOOD — Four Star Inc., headed by Dick Powell, David Niven and Charles Boyer, last fortnight signed a "non-exclusive" five year lease on Republic Pictures studio which will provide ample space for production of its own five TV series, and also make it practicable for Four Star to film outside TV series for other producing companies.

Meanwhile, Republic president Herbert J. Yates announced that Republic is planning to expand its studio facilities at an estimated cost of approximately \$1,500,000. This plan calls for the construction of a new three-section stage to help meet the need for more production space by producers of theatrical and TV films.

Later, at a meeting of the board of directors of Republic Pictures, president Yates retained his control of the company. He had been reported as selling his holdings to board member Victor M. Carter, the company's largest stockholder. The deal, however, is understood to be still pending.

## Trio In NT V-P Posts

LOS ANGELES—Ely A. Landau has been elected senior vice-president of National Theatres, Inc., at a meeting of the company's board of directors, it is announced by B. Gerald Cantor, board chairman, and John B. Bertero, president.

Also elected were Oliver A. Unger as first vice-president, and M. Spencer Leve as vice-president.

The trio will continue to function in their present positions, Landau as chairman, and Unger as president of National Telefilm Associates, Inc., a recently acquired subsidiary of National Theatres, Inc. Leve will continue as vice-president of theatre operations for National Theatres Amusement Corporation, also a subsidiary of National Theatres, Inc.



## Kerasotes Forecasts New Attendance Climb

ST. LOUIS—George Roscoe, Theatre Owners of America director of exhibitor relations, on behalf of George G. Kerasotes, TOA president, addressed the installation luncheon of the Better Films Council of Greater St. Louis, Inc., at the Congress Hotel last fortnight.

Kerasotes in his remarks said, "Because people are more selective in their choice of films we have found the better quality films are the ones that the public wants . . ."

Mentioning forthcoming and current product of most of the companies, he said "there will not be any shortage of fine films coming from Hollywood. Movie attendance, according to a well-known research agency, rose four per cent in March over February, and averaged almost 35 million people. It is my calculated estimate that attendance will climb to well over the 40 millions per week average mark in the months ahead."

The TOA head continued, "Our audiences today are more discriminating. This definitely has an effect on the movies. This is one of the reasons for the growing acceptance of foreign films and the more serious American films that wrestle with problems. More films appealing to adult tastes are being made today than ever before . . ."

In connection with censorship, Kerasotes said, "This is the antithesis of American Democracy. This is a direct contradiction of the First and 14th Amendments to our Constitution. We have all the police laws we need to protect us against what is truly obscene . . ."

"You are contributing to helping keep our industry great," he said, "in helping promote better films and film programs, and we theatre owners, anxious for your cooperation so we may continue to serve as the center for community activities . . . and together strive to achieve the great potential of the screen medium."

## V. C. Award To Cronin

BOSTON — That baseball's American League President Joe Cronin has a heart as big as his girth was publicly underscored this week when he was presented the "Great Heart Award" of the Boston Tent of Variety Clubs International.

Cronin was guest of honor at a banquet staged in the Statler-Hilton Hotel, where the Variety Club honored his achievements as trustee and chairman of the executive committee of the Children's Cancer Research Foundation, more popularly known as the "Jimmy Fund," recognized as the world's largest center for research in cancer of children. The Variety Club and the Boston Red Sox, of which Cronin was general manager before assuming the American League post, have joined forces for many years in raising more than a half-million dollars annually for this humanitarian project.

The presentation to Cronin was made by Dr. Sidney Farber, scientific director of the Jimmy Fund, and one of the world's best known specialists.

## AIP English Pact Extended

HOLLYWOOD—Extension of the American International Pictures releasing and co-production deal with Anglo Amalgamated Film Distributors of London for another year is announced by James H. Nicholson and Samuel Z. Arkoff. Nat Cohen, managing director, represented AAFD in the renewal deal.

# Myers Asks Exemption For Theatres From Kennedy Wages-Hours Measure

WASHINGTON — Allied States Association of Motion Picture Exhibitors last week, through its general counsel Abram F. Myers, filed a statement with the Senate Committee on Labor and Public Welfare asking that all motion picture theatres be exempt from the Kennedy Wages and Hours Bill.

In his statement, Myers pointed out that theatres are not within the declaration of policy of the bill because labor conditions existing therein can not spread through the channels of commerce to affect labor conditions among the workers of the several states; cannot burden commerce or the free flow of goods in commerce; do not constitute an unfair method of competition; have not led to labor disputes burdening or obstructing commerce, with such disputes, when they have arisen, having involved projectionists and others who are paid much in excess of the proposed minimum of \$1.25 an hour; and do not interfere with the orderly and fair marketing of goods in commerce.

Myers stressed heed be given to the human aspects of the problem involved in asking the committee to consider his plea for the specific exemption of theatres from the bill. He said that the great majority of indoor theatres and all of the drive-ins operate only a few hours a day. Therefore, the vast majority of theatre employees are part time workers consisting, in large part, of boys and girls who, after school hours, perform the inexacting duties of ushers; elderly persons in retirement seeking to add to their meager pensions or other income by performing such light tasks as cashiers or doormen and partially disabled persons and persons with other part time jobs.

He pointed out that employees of this type are unable to compete for standard employments at standard wages. "What the theatres do is to afford them employment consistent with their age and physical capacity," Myers said. "The opportunity which these depend-

ent persons are given and enjoy should not be jeopardized by measures for elevating the standards of employees who compete with one another in competitive markets."

In conclusion, Myers said, "When a business is so close to the brink as the theatre business is today, nothing should be left to later administrative action, or to chance. We respectfully ask that a specific exemption of theatres be written into the bill."

## Illinois Theatres Exempted In Pending Minimum Wage Bill

SPRINGFIELD, ILL.—Illinois theatres have been exempted from pending minimum wage legislation in that state, it was announced by George G. Kerasotes, president of TOA, and president of Kerasotes Theatres in Springfield, Ill.

Kerasotes said that as the result of conferences with key Illinois legislators, movie houses had been specifically eliminated from bills now pending before Senate and Assembly in Springfield. The conferences were initiated by TOA with the cooperation of the United Theatre Owners of Illinois, a TOA affiliate, Kerasotes said.

He declared that the appeal to the legislature was two-pronged. TOA argued that the movie industry is currently in financial distress, as evidenced by the closing of several hundred theatres in the state in the past decade. Minimum wage coverage would close many more, the Legislature was told.

It was also pointed out that full-time theatre employees, such as projectionists and stage hands, are being paid at union scales far above the proposed minimums, and that other employees—including ushers, cashiers, doormen and candy stand attendants—were part time employees, either interested in picking up extra money for a few hours work a day, or limited by Social Security as to the amount of money they could earn.

## Pope Praises Legion

WASHINGTON—The Catholic News Service last fortnight distributed a message from Pope John XXIII congratulating the Legion of Decency on the 25th anniversary of its creation and citing the importance of its continuance.



Joseph R. Vogel, president, Loew's, Inc., center, was honored recently with two awards at ceremonies at Gracie Mansion, New York, Claudette Colbert presented him with the Annual March of Dimes Humanitarian Award and Mayor Robert F. Wagner gave him a special city citation for his civic and charitable efforts.

## Davee Heads Century

NEW YORK—Century Projector Corporation announces that Larry Davee has been elected to the board of directors and president of the company to succeed W. D. Hausler, who resigned from these positions.

Davee was a member of the original research group that developed the Western Electric method of sound recording on film which was instrumental in the successful commercial development of talking motion pictures.

He has been responsible for a number of the commercial and technical developments for improving the quality of professional projection and sound reproducing equipment and in recent years has been responsible for the engineering and development of the projectors for such innovations as the Waller Gunnery Trainers, Cinerama, Cinemiracle, Horizontal Vistavision, and now the new 70-35mm Projectors which will shortly be ready for installation.

## Smith Leaves Col. Post

NEW YORK—The retirement for personal reasons of Ernesto P. Smith, Columbia Pictures branch manager in Cuba since its establishment in that territory, was announced last week.

William J. Moraskie, who has been second in command, is succeeding Smith.



# Johnston Sees Africa Big Market For Films As Nationalism Grows

NEW YORK—Eric Johnston, president, Motion Picture Export Association, last week released the first of a series of special studies aimed at the further development of new potential markets for American films abroad.

In his letter to the presidents and foreign managers of the major releasing and distributing companies, Johnston said: "The continent of Africa represents in my opinion one of the greatest remaining opportunities for a dramatic expansion in market for motion pictures."

This MPEA special report covers primarily Equatorial Africa, the enormous area lying south of the countries along the Mediterranean and north of the Union of South Africa.

In describing the significance of this territory, Johnston said: "The continent of Africa is exploding with tremendous and revolutionary changes. Nationalism is taking over in area after area and maps become obsolete before they can be printed. By the end of 1960, the number of independent countries will probably rise to 13 and the self-governing population to about 113 million. In 10 years' time, it is estimated that the population of Africa will have grown to some 300 million, of whom 75 per cent will govern themselves. The political developments will undoubtedly be matched with an acceleration of economic growth, as investment of foreign capital increases and incomes and educational levels slowly rise."

Despite the fact that this immense area of the so called "dark continent" has been serviced in the past as a side line from their parent countries in Europe, the area appears to be supporting nearly a thousand 35mm theatres and many more 16mm locations where feature films are shown.

## Tenn. Tax Reduced

NEW YORK—The state of Tennessee's gross receipts tax on theatre admissions will be cut from two per cent to one per cent effective July 1, COMPO was advised last week by Joe K. Gilbreath, Jr., director of the miscellaneous tax division. Unofficial reports previously indicated that the tax had been repealed.

"The authority for cities to levy gross receipts privilege tax in like amount has been repealed by this chapter," Mr. Gilbreath said.

The statute also states, "There shall be credited against the tax hereby imposed any taxes paid by theatres, motion picture shows or vaudeville shows under the Franchise Tax Law and under the Excise Tax Law. Such credit shall be taken by the taxpayer in the succeeding monthly reports following the payment of the franchise and excise tax until such credit is exhausted."

## Johnston At WOMPI Fete

DALLAS—Eric Johnston, MPAA president, addressed the Women of the Motion Picture Industry in a salute to "Big D," last week at their annual dinner at the Sheraton Dallas Hotel.

Speaking on the subject, "Our Best Years Are All Ahead," Johnston reviewed highlights of the growth of the motion picture industry from its earliest days to the promise of a bright future.



Robert S. Benjamin, left, UA chairman of the Board, is seen congratulating Joseph Ende on his recent appointment as vice-president of United Artists Corporation. Ende will continue in his present capacity as controller.

## Ende, UA Controller, Named To V-P Post

NEW YORK—Joseph Ende, controller of United Artists, has been elected a vice-president of the corporation, it was announced by Robert S. Benjamin, chairman of the board. Ende will continue in his present capacity as controller.

Ende joined United Artists as assistant to the controller in 1951. He was named controller in 1952 and was elected to the board of directors in 1955.

A graduate of New York University with a major in accounting, Ende was associated with Price Waterhouse and Company from 1938 to 1947 as supervising accountant, specializing in motion picture industry accountants. In 1947, he joined Film Classics, Inc., as controller, a post he held for three years. From 1950 to 1951, he represented Chemical Bank and Trust Company as disbursing agent on motion picture finances.

## Universal Wins Phila. Suit

PHILADELPHIA—Judge Peter F. Hagen of the Court of Common Pleas last fortnight rendered a judgment in favor of Universal Film Exchanges, Inc., in the sum of \$17,157.13 against the Viking Theatre for alleged unpaid film rentals on the engagements of several pictures which played in 1956.

In its decision, the Court upheld the Universal license agreements and threw out several defense and counter-claims asserted on behalf of the Viking.

Counsel for the Viking Theatre Corporation has filed for a new trial on the grounds the Court refused to hear all of the evidence.

## Disney Six-Month Net Dips

HOLLYWOOD—Paul L. Pease, treasurer, Walt Disney Productions, revealed last fortnight in an interim report to stockholders that consolidated net profit of the company and domestic subsidiaries in the six months ended April 4 was \$906,485 equal to 57 cents per share, compared with \$1,633,250 equal to \$1.06 per share in the same period of last year.

Gross income in the six months was \$23,430,211, compared with \$22,499,750 a year ago. Both periods include the figures of Disneyland, which is 65.2 per cent owned by Disney.

## Exhib Arrested Again Defying S.C. Blue Law

SPARTANBURG, S.C. — In a further test of local blue laws, Claude Rumley, operator, Fox Drive-In here, was arrested for the second week in succession when he tried to hold a showing at his spot, which was jammed to capacity with over 200 cars turned away because of lack of space.

A hooting, jeering crowd demonstrated in support of Rumley as he was arrested in his projection booth and ordered to shut off the projector about 20 minutes after he began the show.

Sheriff B. B. Brockman warned the demonstrators, who followed police and Rumley to County Jail to "quiet down or run the risk of being arrested."

Rumley protested vigorously that he be allowed out on bond "because of illness."

Meanwhile, other area theatre owners remained closed, apparently content to allow Rumley to continue his one-man, all-out effort to bring about repeal of the ancient blue laws.

A fishing lake proprietor and the owner of a horse riding academy were also arrested but released on \$50 bond for violation of the blue laws. Drug stores, filling stations, groceries, and other establishments were open as usual.

The County Legislative Delegation has authorized a referendum election on July 14 in which voters will be asked for a yes or no vote on sections of the State blue laws dealing with Sunday sports, amusements, and business operations. Although authorities will not be bound by the outcome, it is believed that blue laws will not be pressed as diligently as in the past should a majority of the voters oppose them.

## Stockholder Suit Settled

WILMINGTON, DEL. — Following a 90-minute hearing last week in the Court of Chancery, vice chancellor William Marvel approved settlement of a stockholder action brought by Sara H. Helfand on behalf of National Theatres against A. S. Gambee and others.

The court also granted a motion by Milton Paulson, New York attorney, who with Irving Morris of Wilmington appeared as counsel for the plaintiff for a fee of \$100,000, after William S. Potter, Wilmington attorney for National Theatres and Fox Midwest Theatres, said that National's board of directors had approved the fee.

Joseph J. Kelly, of the Missouri bar, and James M. Tunnell Jr. and William S. Megonigal, both of Wilmington, appeared for defendant E. C. Rhoden, former National Theatres president.

Under the settlement, which had prior approval by the NT board, Rhoden will terminate a lease held by a subsidiary of Fox Midwest Theatres on the Esquire building, Kansas City, while an employment contract between Rhoden and NT will be cancelled, along with NT stock options held by Rhoden.

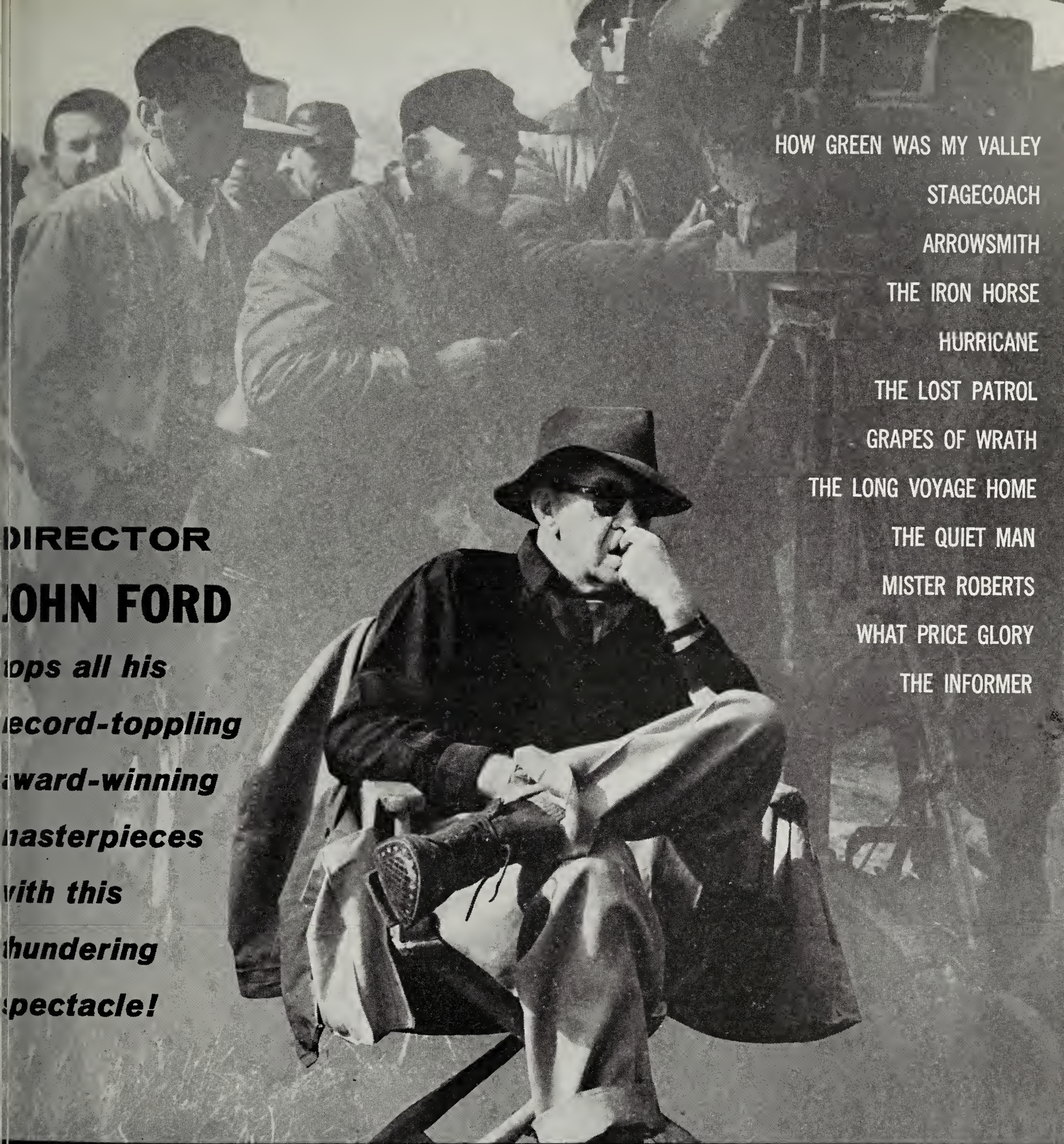
## "Purple Gang" Launched

NEW YORK—Simar Productions, Inc., started shooting here today on its new production, "The Purple Gang."

The story, which deals with the infamous rum-running mob which ran wild in Detroit during prohibition days, is being produced and directed by William Martin.

Martin has just completed "The Naked Road."





**DIRECTOR**  
**JOHN FORD**

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**award-winning**  
**masterpieces**  
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ARROWSMITH

THE IRON HORSE

HURRICANE

THE LOST PATROL

GRAPES OF WRATH

THE LONG VOYAGE HOME

THE QUIET MAN

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THE INFORMER

# JOHN WAYNE · WILLIAM HOLDEN

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# The NEW YORK Scene

By Mel Konecoff

**AN ANGRY YOUNG MAN:** Producer Jerry Wald at a press confab last week in his hotel suite defended the Academy Award telecast, labeling it "the greatest public relations arm of the industry," and also blasted United Artists vice-president Max E. Youngstein, "spokesman for the loyal opposition," for "zinging" the Academy as well as almost everything and everyone in sight.

He maintained that Youngstein's criticism of the Awards was not justified. Wald reported that he had wired 50 top exhibitors after the event and discovered that the UA features did better after it than when they were first shown. Said Wald, "He doesn't know what he is talking about."

Wald lashed out at both Youngstein and United Artists generally, claiming that the company has been taking everything out of the industry and putting nothing back into it. They've developed neither new stars, directors, or producers. They've been chopping down the trees and not planting new ones to take their place. He charged they've been derelict in their obligation to the industry. All the major companies have been putting a fortune into developing new personalities, but not UA, he said. The latter, he claimed, tries to get all the top names they can, preferring not to worry about the future of the business.

Wald estimated that it cost \$100,000 to develop a new personality, in addition to anywhere from two to five years, but the more new personalities you have the more excitement you create. He claimed his own company, 20th Fox, could almost cast most of their pictures from personalities under contract. Claimed he, "There's no shortage of talent but rather a shortage of talent to recognize talent." He recommended that UA set aside a little fund to develop new personalities and thus invest in the future.

He opined that the shortage of pictures these days was due partially to a shortage of talent. He alone knows of 50 scripts that can't be cast. To illustrate the phobia for names, he related how he spoke with Cuban leader Castro and asked his choice to portray him on screen. Castro replied with a preference for Marlon Brando, whereupon Wald replied that he'd better send a squad after him, which is probably the only way to get him. Castro finally left the selection up to Wald.

The producer reported that he was working on a plan to stockpile scripts, already having 15 completed. When the proper people were available, a picture could be started almost immediately.

Regarding the Academy Awards, he wasn't at all sure that he would be in charge of production of the event next year. For that matter, it may not cost the industry anything if a reported offer of a million dollars by an unnamed TV network to present the event on a sustaining basis without sponsors is accepted by the Academy board. He opined that everyone seems to be copying the Award format. Wisecracked he, "to do something new, we may have to do an award show based on award shows."

Wald was in town to start location shooting on "The Best of Everything," which deals with the lives and loves of the New York career girl. June 15 will see him start "Beloved Infidel," with Deborah Kerr and Gregory Peck. Incidentally, he estimated his "The Long Hot Summer" was heading for a nine million dollar gross or better, while "Peyton Place" may well go over the 25 million mark.

**UP, UP, UP:** Americo Aboaf, vice-president and general sales manager of Universal International Films, reported at a press luncheon that his company's foreign operations are doing beyond expectations, accounting for more than 50 per cent of overall returns. An 18-week sales drive recently concluded during which no new pictures were pushed wound up breaking records in at least eight territories. In addition, it is a bit easier to get currency out of most countries than in the past.

The foreign operation maintained its high level while domestic sales were down. He estimated that Europe accounted for about 45 per cent of the foreign returns, not including England.

Local exchanges take on home-made product for distribution in that country, and Universal has done well in this regard. More such product will be sought in the future. However, operations of exchanges rely mainly on U-I product.

Aboaf reported that there were some soft spots such as Italy and Germany, where local product handicaps American-made product by taking most of the returns. England and Australia are also a bit "soft" because TV is taking a large section of the public away from theatres. He thought area problems were of a temporary nature.

The sales executive lamented the fact that a number of countries still impose restrictions on theatre admission prices. The worst of these is Mexico where prices are so low that many big pictures may never be shown there since it's uneconomical to make prints, service, and sell for the small amount returnable. Aboaf was pretty sure that "Spartacus" would never play there, and there was a possibility "Imitation of Life" may not reach there either.

**THE METROPOLITAN SCENE:** Marilyn Monroe received Italy's David di Donatello Award as the Best Foreign Actress of 1958 at the Italian Cultural Institute on Park Ave. The sight of a goodly number of police, spectators, and reporters and cameramen awaiting her was an impressive one. She arrived only 20 minutes late, which is practically on time for her. Then it was murder as officials, their wives, press and photographers screamed and pushed to get real close in a not-airconditioned room of moderate dimensions. As one veteran reporter put it to us, "Man, this is worst than covering Castro." The magnetism that this gal generates is amazing. Incidentally, Anna Magnani, who received the award for the best Italian actress, was also present. . . . Lester Schoenfeld had seven shorts playing simultaneously in eight first-run Broadway theatres. . . . "The Five Pennies" out in pocket book form by Dell; ditto "Last Train From Gun Hill" by Signet; records on "Pennies" waxing hot and heavy by Dot and Decca. . . . An interesting booklet by Richard Griffith, curator of the Museum of Modern Art Film Library, is titled "Marlene Dietrich: Image and Legend," in conjunction with the exhibition of her films there.

## Ed Wynn Honored At MPA "Diary" Bow

PHILADELPHIA — Enhanced and brightened by the personal appearances of Ed Wynn and Gusti Huber, who have featured roles in "The Diary of Anne Frank," the Motion Picture Associates of Philadelphia held an outstandingly successful benefit premiere of the George Stevens film at the Midtown last week.

For Wynn, it was another story of home town boy makes good—the veteran actor returning to the scene of his boyhood to receive a warm welcome such as has been seldom seen here. Wynn was given a "Special Achievement Award" by the film men's organization, which read in part: "Presented to Ed Wynn . . . world-renowned entertainer of screen, radio, and television for his great success in the entertainment world, and for his magnificent contribution as an outstanding citizen, and representative of the great city of Philadelphia."

The presentation was made by William Goldman, veteran exhibitor, in whose theatre the premiere took place. Goldman also made a presentation of a bouquet of American Beauty roses to Miss Huber on behalf of the organization, as well as a beautiful honorary gold medallion bracelet from the city. The ceremonies got underway with a short talk by Eddie Adelman, president of MPA. MPA is the charity organization of the film men in the Philadelphia exchange area, which takes care of the needy in the motion picture industry locally.

## Title Fight To TelePrompter

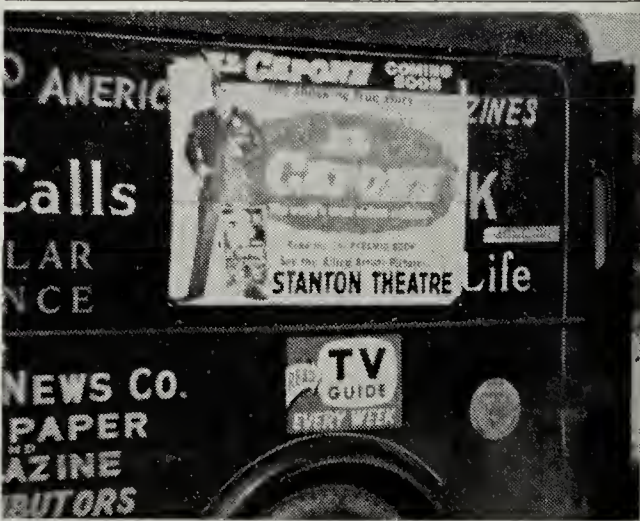
NEW YORK—The Floyd Patterson-Inge-Mar Johansson heavyweight title fight, scheduled for Yankee Stadium on June 25 will be seen on closed circuit theatre TV and heard on the radio. It was announced by Bill Rosensohn, president of TelePrompter, that rights to the sports event, including radio, have been acquired for \$300,000.

## Loew's Drops TV Suit

WICHITA, KANS. — Loew's, Inc., has dropped its Federal Court suit against station KARD-TV, Wichita, Kan., to enjoin unauthorized use of the name "Our Gang." Loew's is distributor of the "Our Gang" comedies. The Wichita station agreed to drop their use of the title.

## MMPTA Pays COMPO Dues

NEW YORK—The more than 200 members of the Metropolitan Motion Picture Theatres Association have all paid their dues as members of the Council of Motion Picture Organizations.



All United News Company trucks were bannered with signs as shown above for the recent engagement of Allied Artists' "Al Capone," SW Stanton, Philadelphia.







## TOA To Stage Own Trade Show, Meetings

NEW YORK—The Theatre Owners of America will stage its own trade show and annual convention for the five years commencing in 1960, George G. Kerasotes, TOA president, announced last week.

Kerasotes said arrangements had been completed for 1960, 1961, and 1962, and commitments made for 1963 and 1964. Locations for the latter two years will be submitted to TOA's board of directors and executive committee for approval.

TOA will stage its trade show in conjunction with the National Association of Concessionaires at the Hotel Sherman in Chicago on Nov. 8 through 12, this fall, Kerasotes said. Thereafter, he declared, TOA will operate alone, moving its annual meeting and trade show to a different part of the country each year, in order to make it available to the greatest number of theatre owners and trade show exhibitors.

The 1960 Convention and Trade Show will be at the Ambassador Hotel in Los Angeles, Sept. 11 to 17 inclusive. In 1961, in the week starting Oct. 8, TOA will be at the Roosevelt Hotel in New Orleans. In the fall of 1962, TOA will go to Miami, Fla.

## Roxy Books Strong Slate

NEW YORK — The Roxy has booked a strong slate of feature attractions for spring and summer exhibition, it is announced by Robert C. Rothafel, president and managing director.

First in the lineup, opening May 29, will be the United Artists release, "Pork Chop Hill." Next, opening in late June, is Universal's "This Earth Is Mine." In late July, the Roxy will unveil the Allied Artists production, "The Big Circus." This will be followed in late August or September with 20th Century-Fox's "The Man Who Understood Women." Negotiations are currently well underway for important attractions which will complete Roxy bookings into late January, 1960.

## Kodak Elects Four

ROCHESTER, N. Y.—Directors of the Eastman Kodak Company last week elected Robert W. Miller a vice-president and elected J. Donald Fewster treasurer. Miller has been an administrative assistant on the general manager's staff. Fewster, an assistant treasurer since 1946, has been engaged in the handling of Kodak's bank accounts, foreign exchange, and investments.

The directors also elected two assistant treasurers—Edmund R. King, chief statistician and head of the Kodak Office statistical department, and Kenneth G. Stuart, director of market research.

## Courtesy Film In Demand

CHICAGO—Leaders in the exhibition industry are becoming increasingly aware of the need for better employee training, according to Filmack Trailer Company head Irving Mack.

Mack cites as proof the fact that the recently reissued live-action training film, "Courtesy Is Contagious," has proved to be even more in demand now than when it was first produced. He added that demand for the film has been much greater than Filmack anticipated.



# LONDON Observations

by Jock MacGregor

A SUCCESS STORY with a difference: For many years, Alfred Sadler managed Associated British's 2000 seater, the Savoy, Brighton. Not only did he serve his company well but he served the community. He was an active adviser and the fact that this famous resort is so expertly publicised internationally reflects his untiring efforts.

Recently, he retired from theatre management. The town and upwards of a quarter million inhabitants did not forget him. They made him Mayor and the Cinema Exhibitors Association adjusted their plans so Brighton could be the venue for the annual summer convention. They dated it to fit in with his year of office.

I can recall few more moving moments in my trade experience than when he returned to the theatre where I had seen him so often on duty, wearing his chain of office as the town's first citizen. Many leading personalities in exhibition and distribution stood in respect.

The occasion was the preview of "Look Back in Anger." Previously, Alf had been guest of honor at a private dinner given by Macgregor Scott. After Mac had said how proud the company was of him and what an inspiration his record of achievement was to young managers, he had difficulty in replying. In his throat was the largest lump ever. He returned a compliment to C. J. Latta, Jack Goodlatte, and Bille Cartlidge. He said they never turned a deaf ear to any suggestion from any employee, no matter how humble. It was such encouragement that had helped him achieve this unique position for a circuit manager.

BRILLIANT SUNSHINE caused most to forget business, but where shop was talked the general feeling was that even if things were not actually on the mend, they were stabilised. There was unquestionable optimism as the lads and lasses devoured ice cream in Lyons La Gala or dined with Wall's ice cream directors. Among the happiest trends to report are the terms under which distributors and exhibitors are working together respecting mutual problems and not trying to outsmart each other.

The highlight of the gathering which kept most out of the sun was the open forum when Spyros P. Skouras and Jim Carreras were guest speakers. Both spoke of conditions facing exhibitors in America. Jim has never been more eloquent. Carried away with his theme on the importance of healthy British production to provide those extra pictures to bolster the Hollywood output and FIDO to keep pictures off TV, he suggested to President Douglas Richards that he should bash the squawkers over the head with a baseball bat. In reply to a query why he chose a baseball and not an English cricket bat, he replied that it was in deference to Spyros.

Spyros told how much he admired the CEA organisation and hoped they would work closely with TOA. He too was impressed with the work of FIDO—and how that audience quivered when he told of 175 top features a week on American TV—and of the efforts of British producers. He pointed out that whereas in the States many exhibitors did not know their next program, here in Britain there is a six months supply. Toll TV is his chief worry.

In answer to independent Bill Berriman querying the advisability of long runs holding product from subsequent runs, he spoke of the importance of "The Ten Commandments" and "South Pacific." He replied they are good for the industry as "they cause people to talk about us."

## UA-TV Names Christensen

NEW YORK — Howard Christensen has joined United Artists Television, Inc., as regional sales manager out of the central division, it was announced by Bruce Eells, executive vice-president of United Artists Television.



Husein Baigmohamed, proprietor, Nishat, Karachi, Pakistan, is seen being congratulated by President General Mohammed Ayub Khan, for donating the recent proceeds of a premiere of United Artists' "The Vikings" in aid of the National Theatre building fund.

## "Vibration" Suit Dismissed

WILMINGTON, DEL.—A Court of Chancery action by operators of the Center, Rehoboth Beach, Del., against an adjoining bowling alley was dismissed by Chancellor Collins J. Seitz who ruled it failed to show by "preponderance of the evidence" that vibrations from the bowling alleys were enough to cause structural damage to the theatre.

The theatre, owned by the Midway Realty Corporation and operated by Midway Enterprises, Inc., was represented by Jackson W. Raysor, Georgetown, Del.

The bowling alleys, operated by E. C. Larsen and Sons, were represented by Houston Wilson, also of Georgetown, Del.

Chancellor Seitz said that the theatre-operating plaintiffs "produced only two witnesses who could remotely be said to be expert witnesses in the field of vibration engineering."

One of them, he added, ran a series of tests to evaluate the intensity of the vibrations emanating from the bowling alley.

Chancellor Seitz commented that "his testimony is not significant because he was not able to say whether the intensity of the vibrations from the alley was any greater than the intensity of the vibrations caused by the sound reproduction equipment in the theatre."



# THE CASE OF THE WANDERING ROACH

INVOLVED were odd shifts which appeared from time to time on a laboratory's color prints. Something, obviously, was interfering with the light source in the printer. Suggestions for tracing the trouble were made by an Eastman Technical Representative . . . and, in short order, the culprit was found—a large roach wandering over the control surfaces.

Not all problems are as simple of solution as this. But whatever they are, the answers almost invariably are inherent in the basic know-how of the Eastman Technical Service for Motion Picture Film, maintained to serve the industry. Offices at strategic centers. Inquiries invited.



For further information write:  
Motion Picture Film Department  
**EASTMAN KODAK COMPANY**  
Rochester 4, N.Y.

**East Coast Division**  
342 Madison Avenue  
New York 17, N.Y.

**Midwest Division**  
130 East Randolph Drive  
Chicago 1, Ill.

**West Coast Division**  
6706 Santa Monica Blvd.  
Hollywood, Calif.



## ALBANY

Howard Goldstein's decision to stay with a 65-cent admission at Dix Drive-in, Hudson Falls, was followed by adoption of a similar price at Jules Perlmutter's Ft. George Drive-in, Lake George Village, and John Gardner's Glen, Glens Falls. Goldstein closed the State, Mechanicville, after six months' operation on lease from Benton Theatres, of Saratoga. He still conducts the Capitol, Whitehall and the Ft. Warren Drive-in, Castleton, Vt., with younger brother Herbert. . . . The first major cooking school held here in recent years was presented by "Times-Union" for two morn-

ings in the Strand. Aileen Paul, wife of Freddie Bartholmew, former child screen star, conducted classes.

## ATLANTA

R. E. Hook, Hook chain in Ala. and Miss., back in Aliceville, Ala., after a trip to New Orleans. . . . Fred McLendon, McLendon theatres, has opened the Joy Drive-in, Milton, Fla. . . . George Montgomery and Taina Elg, stars of "Watusi," appeared in behalf of the picture now playing Loew's Grand. . . . Pat Sampler, daughter of Clyde Sampler, will marry James Holt June 7. . . . Sanford Stone, Montague Drive-In, Nashville, Tenn., is

the new owner of the Moon-Lite Drive-In, Springfield, Tenn. . . . Mrs. Ben Maloy has sold the Maloy Drive-In, Jefferson City, Tenn., to H. D. Gentry, Morristown, Tenn. . . . Nell Middleton, MGM secretary, back home after surgery at a local hospital. . . . The wife of W. B. Langston, Benton Brothers Film Express, is recuperating following surgery. . . . Joe Johnson, formerly with MGM booking department, now with Columbia. . . . Prichard Hobson, of the Warners booking department, is the new president of Local #49. . . . Jean Mullis was elected president by the Atlanta Chapter, Women of the Motion Picture Industry, recently. Also elected were Hilda Knight and Opla Tate, vice presidents; Frankie English and Margaret Stover, secretaries; and Bernice Hinton, treasurer. Board members include Marcel Davis, Polly Puckett, Irma Marshall, Edythe Bryant, Lois Cone, Juanita Elwell and Heleme Spears. . . . Bailey Theatres has closed the Princess, La Grange, Ga.

# Film Exchange and Dealer Listing for the LOS ANGELES FILM TERRITORY

A CONTINUING SERVICE • that will be re-edited and re-published at 8-month intervals.

## Film Distributors

- ALLIED ARTISTS, 1924 S. Vermont Ave.—REpublic 1-3148**  
Br. Mgr.: J. E. McCarthy. Sls. Mgr.: Morthy Solomon. Office Mgr. and Booker: Sandy Magdoleno. Soles: John O'Neil, Frank Reimer.
- AMERICAN RELEASING CO., 8255 Sunset Blvd.—HO 3-3271**  
Pres.: James Nicholson. Emerg. Phone: None.
- AZTECA FILMS, 1743 S. Vermont Ave.—REpublic 3-2191**  
Br. Mgr.: Francisco Salos-Porras.
- BUENA VISTA (Disney), 1660 Cordova St.—REpublic 1-7247**  
Br. Mgr. Leo Jensen. Bookers: Ben Sachey, Hoot Clork.
- CLASA-MOHME, 2019 S. Vermont Ave.—REpublic 4-4171**  
Br. Mgr.: Richard Mohme. Bookers: Michael Enriquez, Fermin Del Muro. Cashier: Margaret Ainsworth.
- COLUMBIA, 1920 S. Vermont Ave.—REpublic 1-8511**  
Br. Mgr.: Bill Evidon. Office Mgr.: Fred Wise. Sales: Jules Needleman, Al Boodman, Harold Green. Bookers: Don Holstrum, Earl Bennett, Irving Levinson, Art Kallan. Cashier: Bonnie Gudenoge. Field Exp.: Mike Newman, Jack Berwick. Emerg. Phone: HARRIS 9-7534. (Dist. Mgr. in residence: W. C. Ball)
- CORONET FILM DIST., 1576 W. Washington Blvd.—REpublic 5-8922**  
Br. Mgr.: Alex Cooperman. Emerg. Phone: None.
- EMBASSY, 1966 S. Vermont Ave.—REpublic 4-8487**  
Br. Mgr.: Jack Sonenshine. Emerg. Phone: None.
- FAVORITE FILMS, 1928 S. Vermont Ave.—REpublic 1-2574**  
Br. Mgr.: Mel Evidon. General Sls. Mgr.: Seymour Borde. Sales: Horry Levinson, Mark Tenser. Booker: Salley Miller. Emerg. Phone: None. (President in residence: N. P. Jacobs)
- MANHATTAN FILMS, 1920 S. Vermont Ave.—REpublic 2-3016**  
Br. Mgr.: Robert Kronenberg. Sales: Jack Sherriff. Booker: Charles Mancuso. Emerg. Phone: None.
- METRO-GOLDWYN-MAYER, 1620 Cordova St.—REpublic 1-4181**  
Br. Mgr.: T. J. Aspell, Jr. Sls. Mgr.: Charles Geory. Office Mgr.: Ed Urshel. Sales: Alex Weissman, E. Douglyn. Bookers: Nathan Obermon, Virgil Bartmess, Wendell Overturf. Cashier: Eve Goldman. Field Exp.: Howord Herty. Emerg. Phone: Urshel, CR 5-8302. (West Coast Sales Mgr. in residence: Herman Ripps)
- PARAMOUNT, 1613 W. 20th St.—REpublic 1-5191**  
Br. Mgr.: Arnold Shartin. Sls. Mgr.: Max Facter. Office Mgr.: Lester Coleman. Sales: Gene Beuerman. Head Booker: Harlon Brunt. Bookers: Jim Merry, John Strutman. Cashier: Howard Woolfan. Field Exp.: Bob Blair. Emerg. Phone: Coleman, OX 4-15569. (Dist. Mgr. in residence: Neal East)
- SONNEY AMUSEMENT ENTERPRISES, 1656 Cordova St.—REpublic 1-7236**
- 20th CENTURY-FOX, 1620 West 20th St.—REpublic 1-4186**  
Br. Mgr.: Morris Sudmin. Office Mgr.: Charles Newman. Sales: Bjorn Foss, Mel Anderson, Jerry Arkin, Edwin Michalove. Bookers: Joe Mealey, Isidore Shapero, Keith Austin, Wm. Spencer. Cashier: Eva Meridith. Emerg. Phone: Newman, PO 3-0206. (Western Distr. Mgr. in residence: Reville Knifin)
- UNITED ARTISTS, 1918 S. Vermont Ave.—REpublic 1-8831**  
Br. Mgr.: Richard Carnegie. Sls. Mgr.: Bill Wasserman. Office Mgr.: Bert Pollard. Sales: Jack Katz, Andy Heedrick, Skip Regan. Head Booker: Rollin Gunderson. Bookers: Bill Warner, Jim Nosh, Jerry Logue, Dick Graff. Cashier: Beo Burke. Field Exp.: Bill Scholl. Emerg. Phone: Gunderson, OR 1-8380. (Dist. Mgr. in residence: Ralph Clark)
- UNITED WORLD, 6610 Melrose Ave.—WE 8-6125**
- UNIVERSAL-INTERNATIONAL, 2001 S. Vermont Ave.—REpublic 1-2151**  
Br. Mgr.: Abe Swerdlow. Sls. Mgr.: Bill Marriott. Office Mgr.: Al Newmon. Sales: Jules Gerelick, Wayne Bateman, Walter Goodman. Bookers: Harold Whitman, Rene Fisher, Richard Graff. Cashier: Truly Keller. Emerg. Phone: Newman, NO 5-3603.
- WARNER BROS., 2025 S. Vermont Ave.—REpublic 1-3177**  
Br. Mgr.: Joseph Sarfaty. Office Mgr.: Harvey Lithgow. Sales: Bill Watmough, George Tripp. Head Booker: M. Mac Taggart. Bookers: Joe Zongrilli. Cashier: Mildred Weber. Field Exp.: Max Bercutt. Emerg. Phone: Lithgow, PL 1-7181. (Dist. Mgr. in residence: Fred Greenberg)

## Supply Dealers

- J. M. BOYD CO., 2032 S. Vermont—REpublic 2-0046**
- NATIONAL THEATRE SUPPLY, 1961 S. Vermont—REpublic 1-4193**
- PEMBREX THEATRE SUPPLY, 1969 S. Vermont—REpublic 1-3111**  
Emerg. Phone: DUNKIRK 8-6764
- B. F. SHEARER CO., 1964 S. Vermont—REpublic 3-1145. Emerg. Phone: BRighton 0-4901**

## Screen Trailers

- NATIONAL SCREEN SERVICE, 2018 S. Vermont—REpublic 1-4166**  
Br. Mgr.: Bernie Wolf. Office Mgr.: Ralph La Duke. Sales: Al Blumberg. Emerg. Phone: Wolf, TExos 0-5995.

## Signs, Advertising and Printing

- ACORN PRESS, 2020 S. Vermont—REpublic 1-4163**
- NATIONAL SCREEN SERVICE, 2018 S. Vermont—REpublic 1-4166**
- SHOWMANSHIP ART SERVICE, 2013 S. Vermont—REpublic 3-3123**

## Service Companies

- ALTEC SERVICE CO., 10952 Roebling Ave.—DUNKIRK 3-1197**
- RCA SERVICE CO., 911 N. Orange Dr., Hollywood—OLDfield 4-0080**

## Film Delivery Services

- FILM TRANSPORT OF CALIF., 1525 W. 23rd—REpublic 4-4141**
- B & W FILM DELIVERY, 1639 Cordova St.—REpublic 5-8383**

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## BOSTON

Because the property housing the Fenway, Boston, is under negotiation for new ownership, the theatre section has closed. It is not known what disposition the new owners will make of the theatre. The most recent operators were Lloyd Clark and Winthrop Knox, Jr., of Malden. . . . The Casino, Boston's only burlesque and film theatre, has installed CinemaSope equipment. Now only two motion picture theatres in the city are not so equipped. The Exeter Street and the Telepix do not have the large-scale projection equipment. . . . American Theatres Corporation has closed the Jamaica, Jamaica Plain, during May and June for minor repairs. . . . Phil Berler, head buyer and booker for E M Loew Theatres, has resigned. . . . Edward Ruff Film Associates has acquired for distribution in the New England territory the latest Brigitte Bardot film "Love is My Profession," now playing at the Little Carnegie Theatre, New York. With the Janus film "Heroes and Sinners", Ruff Films now has two French films, both spoken in English for immediate availability in New England, including New Haven. . . . Lloyd Clark, president of Middlesex Amusement Company has been made a trustee of the Malden Savings Bank, Malden, Mass. Clark is the youngest member of the board and is also president of the Medford Twin Drive-In Theatre. He is a resident of Malden.

## BUFFALO

Phil Todara, former manager, has hopes and plans for summer-stock stage theatricals in a converted film theatre. Todaro, currently in the phonograph record business, is interviewing actors every evening for a production of "Compulsion" which he says he will present June 7-14. Gerard Marchette is associated with him as director. Todaro, manager of the shuttered Mercury, expects to

Watch for them!

**NEXT!**

**Jacksonville Territory**

Issue of May 27

**New York City Territory**

Issue of June 3

Save Them!



close a deal soon for a movie house, which currently operates on week-ends. . . . Mori Krushen, director of exploitation for United Artists, visited Buffalo recently and held "open house" in the Statler Hilton, where he greeted a number of Western N. Y. exhibitors. Colonel Bill Shirley, U.A. field representative, aided in staging the reception. Maurice Chevalier has been added to the list of next season's presentations by the Zorah Berry division of the Buffalo Philharmonic Orchestra. Chevalier will bring his one man show to Kleinhans Music Hall, Tuesday, Nov. 10. . . . Mr. and Mrs. George H. Mackenna, general manager, Basil's Lafayette, led the grand march at the Second Annual Volunteers Award Ball in the Hotel Lafayette. Mackenna is chairman of the Buffalo USO Committee. More than 300 awards, some of them representing 1000 hours of volunteer service, were presented at the affair. . . . Phil Engel, Fox field representative who headquarters in Boston, was in Buffalo with Bradford Dillman, star of "Compulsion," to aid in the advance promotion of this picture, a Center theatre booking.

## CHARLOTTE

Mayor William G. Enloe, of Raleigh, N. C., city manager for North Carolina Theatres, was re-elected to the Raleigh City Council in the municipal election, May 5. . . . The North Carolina Legislature has enacted into law a 75-cent an hour state minimum wage bill after adopting an amendment exempting theatre ushers, doormen, cashiers and concession attendants. Final action on the bill, backed by Gov. Luther H. Hodges, came in the Senate after the measure already had been passed by the House. It is estimated that some 1,000 theatre employees are involved in the exemptions.

## CHICAGO

Honus Swan, veteran B. and K. manager, was transferred to the Adelphia. . . . George C. Regan, Trans-Lux Distributing Corp., bettered a severe attack of flu. . . . John Rector, B. and K. veteran, was named Portage manager. . . . Charles F. Carpentier, Illinois Secretary of State and E. Moline theatre owner, received plaudits at a \$100 plate Republican Testimonial dinner attended by 1,400 recently. . . . William Margolis, chief barker of Variety Club, is planning for the near future a Testimonial Walt Disney Night. . . . Larry Whitaker, veteran B. and K. manager, was named to oversee the Howard. . . . Winners in the poll taken by the Clark among its patrons were Mary Pickford, Greta Garbo, Clark Gable, Charlie Chaplin, Bette Davis, Rudolph Valentino, Spencer Tracy, John Barrymore, Wallace Beery and Lon Chaney.

## CINCINNATI

Nathan Wise, Chief Barker, Tent Three, Variety Club, is seeking additional volunteers for the seventh annual street sale of a special edition of the afternoon Post & Times-Star, May 26. The club is hoping to raise \$25,000 to support its workshop for the mentally handicapped at Goodwill Industries. . . . Film star Doris Day, here for a rest with her family before starting a tour to promote her new film, "It Happened to Jane," was hostess for a cocktail party in Hotel Netherland-Hilton for the local newspaper and TV contingent. . . . States Film Service, Buena Vista and Continental Distributing Corp. have moved their offices from the first to fourth floor at 1634 Central Parkway.

COLUMBUS, O. NEWS—Ken Prickett, executive secretary, Independent Theatre Owners of Ohio, announced the signing of

Joseph Rembrandt, Center-Mayfield, Cleveland, as a member of the association. . . . Mershon Auditorium, on the Ohio State University campus, was temporarily closed after a section of plaster fell from the ceiling. The accident caused transfer of the four-day engagement of the Speech Department's "Show Boat" to the downtown Veterans' Memorial auditorium May 20-23, where it will be in more direct competition with downtown movies.

## CLEVELAND

Peter Wellman has sold his Girard, New Mock and Wellman, Girard, O., to Al Garfield, until recently Youngstown representative for Berlo Vending Company. Wellman is continuing ownership of the Hickory Drive-In, Sharon, Pa., which his son, Michael operates; the Shane Drive-In, Andover, O., managed by Dick Steen; the Northside and the Westside Drive-Ins, Youngstown which are leased to Associated Theatres Circuit of Cleveland; the Atlantic Mills, Youngstown, and other real estate holdings. He plans to devote more time to real estate with travel interludes. . . . "Sleeping Beauty" on 35 MM comes to the Hippodrome for a local first-run engagement early in June. The picture, according to district manager Ted Levy, goes into general release the end of June.

## DENVER

A. B. Hilliard has taken over the management of the Nugget, Telluride, Colo., from Reuben Stroh who has moved to California. Hilliard will operate the Nugget along with the Chipeta, Ouray, Colo. . . . The completely remodeled and rebuilt Wadsworth Drive-In, which is headed by Charles Reagan and Mrs. Vera Cockrill, of the Denham, opened here, recently. . . . Tom Robinson, office Manager for Columbia Pictures, sports a beautiful new wrist watch commemorating twenty five years of service with his company. The Denver Columbia Branch now has five employees with twenty five years of service or more. Other twenty five year veterans are Branch Manager Bob Hill, Salesmen Sam Dare and Barney Shooker, and Booker Betty Morr. . . . Sam Feinstein setting dates for his Kar Vu Drive-In, Brighton, Colo. . . . Bob Smith, for many years a partner with Joe Ashby in operating houses in Steamboat Springs and Oak Creek, Colo., prior to his selling out, a recent visitor.

## DES MOINES

A last-minute attempt in the Iowa legislature to pass a resolution prohibiting the use of daylight time in the state failed. Sen. Lawrence Putney had filed the resolution. When he called it up on virtually the last day of the session, it was tabled. Only two counties, Clinton and Scott, bordering Illinois, have adopted daylight time. . . . Jim Rickets, office manager and booker at Columbia, has taken over the booking duties at Tri-States Theatre Corp. Dick Kolling, of Minneapolis, has replaced Rickets at Columbia. . . . Mable Magnusson, of Universal, was named president of Des Moines WOMPI at the recent annual meeting. . . . The State, Cedar Rapids, Ia., has been closed by Tri-States Theatre Corp. Willis Ford, city manager for Tri-States, announced the house will be closed for an indefinite period. . . . The Des Moines Variety club has changed its name to Variety Club Tent 15 of Iowa. Previously it was known as the Des Moines club. . . . The Norka, Akron, Ia., has opened under the management of Dale Sypherd. . . . The Villisca Rialto, Villisca, Ia., has been taken over by Carl Bolling, of Oklahoma City and C. E. Metcalf, of Nebraska City.

## DETROIT

The Greater Detroit Motion Picture Council held its annual luncheon at the Women's City Club where members and guests heard Alden Smith, executive vice-president of the Cooperative Theatres of Michigan. It was likewise the occasion of installation of recently-elected officers for the coming term. These included Mrs. Harry Jarvis, president; Mrs. B. R. Springborn, vice president; Mrs. Earl Seielstad, second vice-president and Mrs. Frank Reiss. Serving their first terms were Mrs. William C. Blacksby, secretary; Mrs. Dawson Taylor, correspondent secretary. . . . After what has been said to have been very spirited competition it was announced here today "Anatomy of a Murder" currently shooting on Michigan's Upper Peninsula will go to the United Artists for a world premiere July 1.

## JACKSONVILLE

Harold Turbyfill, Paramount booker, recently left here for a six months' tour of duty with the U. S. Army. He has been temporarily replaced by Howard Bunch, formerly Al Hildreth's assistant at the Arcade. . . . Lee Knight, new to the industry, is now booking for United Artists. . . . Glenda Palmer, formerly of the Metro staff, is the new assistant cashier at Allied Artists, replacing Barbara Kaufman, who resigned when her husband was transferred to another city. . . . Mary Hart, Florida State Theatres home office worker, was elected president of WOMPI at the group's annual election of officers, recently. . . . Jim Carey, manager of Loew's Normandy Twin Outdoorer, plans to conduct a 10th Anniversary Jubilee at Florida's largest drive-in theatre. Carey announced that the jubilee will be carried on over a 10-day period, June 17-26, with 100 awards lined up for patrons.

## NEW HAVEN

Irving Mendelsohn, UA resident manager, hosted a "United Artists Leadership Begins at 40!" party, recently, the occasion marking his company's 40th anniversary. . . . George E. Landers, Hartford division manager, E. M. Loew's Theatres, headed a Connecticut press delegation to the May 12 world premiere of Columbia's "It Happened to Jane," in the Astor Theatre, Boston. The Arwin production, starring Doris Day, was filmed on Hartford area locations a year ago. . . . The Taft Realty Corporation, seeking \$100,000 additional rent for the Shubert, New Haven, from Yorkhaven Enterprises, Inc., and others, has lost an appeal to the State Supreme Court of Errors, Hartford. . . . Joseph Cossette, projectionist, Loew's Majestic, Bridgeport, has been re-elected president of Local 277, Motion Picture Machine Operators, Bridgeport. All other officers were re-named.

## NEW ORLEANS

The J. G. Broggi booking offices have been engaged by H. H. Moreau to handle the buying and booking for the Tiger Drive-In, Shreveport, La. . . . The Underskyer caters to

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negro patronage only, a new venture in Louisiana. . . . Ralph Reid, independent buyer and booker, acquired the Lucedale, Lucedale, Miss., account. . . . Pike Booking and Supply circuit are black top surfacing the Holiday Drive-In, Gonzales, Pensacola, Fla. Reopening date now set for May 15. The circuit is also recarpeting the Don, Shreveport, La., and repainting its lobby. . . . H. H. Hanna has taken over the Gulf, Pensacola, Fla., owned by E. L. Padgett. . . . Major Isbell closed the Skyview Drive-in, Leesville, La., due to the anticipated closing of Camp Polk, from which the theatre draws most of its patronage. . . . Olin Evans closed the Starlight Drive-In, Florala, Ala.

## PHILADELPHIA

Variety Club Tent 13 will hold a "Queens Of May" dance for the ladies on May 23. . . . Ray Gathrid has been named director of the Philadelphia Chapter of the National Foundation by Chapter chairman Edward Emanuel. Gathrid is a former newspaper columnist and an active member of Variety Club Tent 13. . . . The Deer Lake and Pottsville Drive-Ins, Pottsville, Pa., have returned to Tri-State Theatre Service. . . . Dick Clark was to m.c. the benefit world premiere of Warners' "The Young Philadelphians" at the SW Stanley on May 19, for which a group of young Hollywood stars made a cross-country tour by Greyhound Scenicruiser. . . . Charles Zagrans, head of Arrow Releasing Corporation, a leading independent distributor for the Mid-Atlantic area, left last week for a jet trip to the west coast. He expects to combine business and pleasure and will have an announcement of interest to the local trade upon his return.

## ST. LOUIS

The State of Missouri recently granted certificates of incorporation to the Commonwealth Atchison Theatre Corporation, Kansas City, to operate and carry on a general theatre business, with authority to issue up to 3000 shares of \$10 par value common stock. The incorporators were listed as R. H.



David E. Brodsky, theatre decorator and exhibitor, right, is seen receiving plaque from Judge Edward Kallick at the testimonial dinner recently tendered in his honor as president of the Philadelphia Downtown Jewish Orphans Home for his 10th term by the Women's Auxiliaries of the Home. Looking on at right is Mrs. Brodsky.

Spencer, R. P. Lyons and B. W. Zuercher. . . . Also chartered were the Riverside Enterprises, Inc., Riverside, Mo., to operate a race track and stadium business, set up by R. H. Young, C. E. Salmon, and W. Piper, and the Roller Derby Rink, Inc., Ste. Genevieve, Mo., to operate a roller skating rink. The incorporators were J. P. Schott, V. P. Schott and C. A. Weber. Weber, an attorney, prepared the papers for the incorporation. . . . Charles E. Guggenheim, head of Charles Guggenheim & Associates, Inc., documentary film director and producer, was interviewed on motion pictures in St. Louis life, on channel 9 from TV Station KETC, recently. Guggenheim, who was the producer of the theatrical movie, "The Great St. Louis Bank Robbery," will appear on the Metroplex Assembly TV series sponsored by the Civic Education Center of Washington University, under the general theme, "The Humane City." . . . Al Spargur, who has been associated with the Fox Midwest organization for 30 years, closed a deal to take over the Grand, Du Quoin, effective May 13. Spargur for the past ten years had been managing the Strand, West Frankfort, Ill., for Fox Midwest. Carl Lowery, who has been managing a house in Brookfield, Mo., will succeed Spargur as manager of the Strand. . . . The Star, a unit of the Frisina Amusement Company, Springfield, Ill., has been closed for the summer.

## SALT LAKE CITY

A young driver was sentenced on a charge of attempting to enter the Hyland Drive-In without paying admission, recently. Justice of the Peace Mel Humpherys sentenced the youth to serve five days in jail and pay a fine of \$100, with the jail sentence and all but \$50 of the fine suspended. The youth entered the drive-in through an "exit" with his auto lights turned off. When he was seen he turned to get out but was apprehended. The Hyland is of the Utah Drive-In Corporation. Warren Bunting is manager. . . . Warren Butler, who has managed the Rialto for several months since his return to Salt Lake City for Fox Intermountain, was transferred to the Oak Hills Drive-In. Don Carlson, back from two years in the Navy is to manage the Rialto. . . . The World Playhouse, managed by Mrs. Dorothy Farmer, is closed for remodeling and renovation.

## SAN ANTONIO

The cause of the blaze was not immediately determined. The LaNora was operated by Video Independent. . . . Three grade school

boys, two of them nine years and the other six, admitted to police a weekend of vandalism in the shuttered Village at Fort Worth, Tex. C. R. Sandidge, owner, said the screen had been torn down, the projection room equipment scattered about, seats torn up and holes kicked in the inside walls. . . . Roy Moore has opened the State, DeKalb, Tex. Moore also operates the State, Pittsburg, Tex., and the State, Winnsboro, Tex. . . . The Queen, Tenaha, Tex., which had been closed for several months has been reopened under the management of Tommy Yarberry and Cecil Russell. . . . Marvin F. Holland took over the State, Plainview, Tex., from N. W. Son.

## SEATTLE

Chilton L. Robinett has been named assistant to John Danz, president, and Fred Danz, general manager, of Sterling Theatres. Robinett was formerly associated with 20th-Fox as Seattle branch manager. . . . Jean Spear, Warner Brothers salesman, working in the eastern Washington territory. . . . Al Mushkin, Theatre Drapery Supply, has leased the Grand Theatre here in town. . . . Mercedes Cleveland has joined the B. F. Shearer office staff. Her vacated cashier's spot at Allied Artists has been taken over by Verna Estabrook. Carol Clausen has been hired as secretary.

## WASHINGTON, D.C.

The Aurora, Baltimore, Md., closed indefinitely. . . . The Rex, Baltimore, Md., reopened and is being operated by Fred Perry. . . . The Inwood Drive-In, Inwood, West Virginia, reopened. . . . The Fort Miles Drive-In, Fort Miles, Del., closed. . . . Van Jones took over the operation of the Oak Drive-In, South Hill, Va. . . . The Hurlock, Hurlock, Md., which was closed for six years, has reopened. H. Sado will operate it. . . . The Brooklyn, Baltimore, Md., closed. . . . The Capitol, Baltimore, Md., closed indefinitely.

## OBITUARY



**HENRY J. SCHMIEDER**, 70, a projectionist for the past 44 years died on May 10 as he was about to leave his Easton, Pa., home to take over the afternoon shift at the Boyd, Easton, where he had been employed for the past 30 years.

For 11 years prior to that he had been employed at the now demolished Strand, Easton, and before transferring to IATSE Local 203 in Easton, he had been a member of Local 359, Trenton, N. J.

He was president of the men's bible class of the First Evangelical Congregational Church of Easton.

Surviving are his widow, a daughter, and three brothers.

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# REVIEWS

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SECTION TWO  
Vol. 62 No. 2

MAY 20, 1959

## COLUMBIA

### Middle Of The Night

DRAMA  
116M.

Columbia

ESTIMATE: Absorbing drama has top names.

CAST: Kim Novak, Fredric March, Glenda Farrell, Albert Dekker, Martin Balsam, Lee Grant, Lee Philips, Edith Meiser, Joan Copeland, Betty Walker, Rudy Bond, Effie Afton, Jan Norris, Anna Berger, David Ford, Audrey Peters. Produced by George Justin; directed by Delbert Mann. A Sudan Production.

STORY: Fredric March, lonely, middle-aged widower, is co-owner with unhappily married Albert Dekker of a thriving garment firm. He meets secretary Kim Novak, who has divorced her husband, Lee Philips, and is also lonely and unhappy. Though she is younger than his own daughter, Joan Copeland, and his family can't understand his actions, March finds himself deeply in love with Novak and she with him. They are determined to marry despite objections, but both are torn by doubt and uncertainty, with their age difference looming larger and larger. Determined after a violent quarrel to give up the idea of marriage to Novak, March is called to the bedside of Dekker, who has attempted to commit suicide. Shaken by the appearance of death, March realizes that only love makes life worthwhile. Determined to grab what happiness he can, he returns to the arms of the waiting Novak.

X-RAY: A success as a TV drama and again as a Broadway play, this Paddy Chayefsky drama remains absorbing entertainment in the screen adaptation, also scripted by the author. March delivers a towering performance as the middle-aged widower in love with a young girl, and Novak is quite a surprise as the girl in question. A visual knockout, she has come a long way as an actress, holding her own in most of her dramatic scenes. Chayefsky's ear for dialogue is one of his best features, and the air fairly crackles with frank and colloquial conversation. While the theme will not appeal to all filmgoers, discriminating audiences and those familiar with the work of the author on screen and TV should find it a rewarding experience. The name power is there to draw them in, and the film was the official U.S. entry at the Cannes Film Festival.

TIP ON BIDDING: Better rates.

AD LINES: "A May-September Affair . . . Full Of Love's Joy And Heartbreak"; "The Searing Broadway Hit . . . Even Greater On The Screen."

## MGM

### Ask Any Girl (916)

COMEDY  
98M.

MGM  
(CinemaScope)  
(MetroColor)

ESTIMATE: Sparkling comedy.

CAST: David Niven, Shirley MacLaine, Gig Young, Rod Taylor, Jim Backus, Claire Kelly, Elisabeth Fraser, Dody Heath, Read Morgan, Carmen Phillips. Produced by Joe Pasternak; directed by Charles Walters.

STORY: Shirley MacLaine arrives in New York City, looking for a career and a husband. She winds up in a hotel for girls, and when her luggage is stolen, she is aided by some of her hotel mates, Elisabeth Fraser, Claire Kelly, and Dody Heath. She lands a job in a sweater factory owned by Jim Backus, who thinks she does things for his product. She also makes the acquaintance of Rod Taylor and dreams of becoming engaged to him until he lures her to an aunt's place in Connecticut for a romantic weekend. She walks out on him. She loses her job with Backus when he tries to become romantic. She makes the acquaintance of Gig Young, partner with his brother, David Niven, in a research firm, and Young gives her a job as a field worker over Niven's objections. She finds she has fallen in love with Young but has trouble being noticed on account of his beautiful backlog of women in the little black book. She begs Niven to help her sell herself, and Niven sees it as a professional challenge. He takes her on as an account. He tries to mold her into a composite of what Young likes in his women and they get Young to propose. By this time, however, she finds that she is in love with Niven and he with her. After a complicated climax, they do get together.

X-RAY: A sneak preview audience seemed to love the on-screen proceedings that were full of fun, nonsense, and situations calculated to amuse viewers. The story is light in weight but interesting throughout, and the cast does very well in getting the most out of each scene and bit of dialogue. Production and direction are very good. All-in-all, it's fine spring and summer fare for audiences who go for pretty girls and comedy with a bit of sex and spice. The screenplay is by George Wells based on the novel by Winifred Wolfe.

TIP ON BIDDING: Higher program rates or better, depending on situation.

AD LINES: "They Held A Survey On Sex . . . The Results Were Most Entertaining"; "The Cutest Comedy In Many A Romantic Moon."

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and  
SPECIALTY  
PICTURE SOURCES

A Semi-Annual Feature  
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### The Mysterians (920)

MELODRAMA  
85m.

MGM

(Japanese-made)  
(CinemaScope) (Eastman Color)

ESTIMATE: Good Japanese science fiction thriller.

CAST: Japanese cast. Produced by Tomoyuki Tanaka, directed by Inoshiro Honda. English version supervised by Jay Bonafield.

STORY: Mysterious phenomenon including a forest fire and a landslide hit a Japanese village followed by the appearance of a metallic monster 50 times man-size which turns death-dealing rays on everything in its path. A section of a hill breaks open and an enormous dome rises until it forms a semi-circle. The Army rushes to the rescue, while scientists investigate. The monster is blown up by dynamite, while the scientists figure it is an invasion by the planet Mysteroid. Making contact with the Mysterians, the scientists learn they want a tiny spot of land on earth for scientific study. Also, because their race is dying out, they want to inter-marry with earth women. Unless earth-men cooperate, they will be destroyed. Top scientists of the United Nations pool their brains for survival. The planes of the earth-men attack, but flying saucers sent out from the dome destroy all earth planes within their reach. Finally, a U.N. scientist creates huge ray-gun reflectors designed to catch the Mysterians' rays and reflect them back, magnified by the power of the earth guns. Huge planes so equipped finally destroy the saucers and crack up the dome. One young Japanese scientist smashes the dome control panels, sacrificing himself but saving the earth and his loved ones.

X-RAY: There is enough fireworks, shooting, flying saucers, ray guns, all out bombing, earthquake, fighting, etc., for a dozen ordinary pictures. It all unreels, however, in fascinating, suspenseful fashion once you become accustomed to the Japanese actors and dubbing. This should prove a holiday for exploiters and science fiction devotees. If you made a buck with "Rodan," you should do even better with this. Some of the technical stuff is superior to anything yet seen. For one thing, we guarantee nobody will sleep through the ear-splitting sound track. The original story is by Jojiro Okami. There is a curious plea for world unity in the interest of survival and peace at the end.

TIP ON BIDDING: Fair program rates.

AD LINES: "The Most Awe-Inspiring and Sensational Science Fiction Thriller Yet To Be Seen"; "Earth Men Vs Invaders From The Planet Mysteroid."

## UNITED ARTISTS

### The Gunfight At Dodge City

WESTERN  
81m.

United Artists  
(Mirisch)

(CinemaScope) (Color by DeLuxe)

ESTIMATE: Good western.



**CAST:** Joel McCrea, Julie Adams, John McIntyre, Nancy Gates, Richard Anderson, Jim Westerfield, Walter Coy, Don Haggerty, Wright King, Harry Lauter, Myron Healy, Mauritz Hugo, Henry Kulkey. Produced by Walter M. Mirisch; directed by Joseph M. Newman.

**STORY:** Joel McCrea (Bat Masterson) is forced to flee to Dodge City to avoid a wholesale slaughter after he kills a soldier in self-defense. His brother, Harry Lauter, is marshal, and is running for sheriff against the corrupt town bosses. McCrea's reputation with a gun and love for gambling hardly endears him to reformers supporting Lauter, especially Lauter's fiancée, prudish Julie Adams. McCrea buys half interest in a saloon and gambling hall run by Nancy Gates. Lauter is killed by Don Haggerty, afraid to lose control of the town in the election. McCrea is asked to run for sheriff in his place and is elected, whereupon he makes an honest effort to clean up the town. His success wins him the respect of the townspeople, including Adams, to whom he is attracted. Walter Coy, a friend of McCrea, asks his help in rescuing his feeble-minded brother from a hanging. McCrea agrees that the boy should be hospitalized rather than executed for an accidental killing and helps free him with the help of town doctor John McIntyre. Having violated the law by this act, McCrea is a wanted man. Rather than run, he returns to Dodge City. He is shunned by the shallow Adams and drawn into a showdown gun battle with Haggerty and his men. McCrea triumphs, is sure of reelection, and finds love with the waiting Gates.

**X-RAY:** Fans of westerns should find enough action, gunplay, and familiar situations to please them as McCrea portrays Bat Masterson, currently a great favorite on TV as well. Production and direction keep things moving well except for a few slow spots, and there is more emphasis on action than on characterization. Color and CinemaScope are assets. McCrea handles the familiar role well, but the best acting job is John McIntyre's, a delightful characterization of a dryly amusing town doctor. The women have little enough to do, with Gates a standout thanks to a better part than that provided Adams. Where westerns attract, this one has the elements. Screenplay by Daniel B. Ullman and Martin M. Goldsmith.

**TIP ON BIDDING:** Fair program rates.

**AD LINES:** "All The Thundering Might Of The Most Famed Gunfight Of Them All"; "It Blazes Across The CinemaScope Screen . . . The Gun-Down That Cracked The West Wide Open."

## The Four Skulls Of Jonathan Drake

MELODRAMA  
70M.

(UA)

**ESTIMATE:** Horror item for the program.

**CAST:** Eduard Franz, Valerie French, Henry Daniell, Grant Richards, Paul Cavanaugh, Howard Wendell, Paul Wexler, Lumsden Hare, Frank Gerstle. Produced by Robert E. Kent. Directed by Edward L. Cahn.

**STORY:** The family of Eduard Franz lives under a centuries-old curse which has a voodoo doctor, Henry Daniell, seeking the heads of all male members of the family. Franz's brother, Paul Cavanaugh, falls a victim to Daniell and his zombie, Paul Wexler, but Franz is able to elude them. His daughter, Valerie French, summons the police, and Lt. Grant Richards responds. He is unbelieving at first but eventually is convinced that the supernatural is involved. He uses all the clues and the scientific police lab and eventually the trail leads to Daniell, who kidnaps French to bring Franz to him. Both Wexler and Daniell are destroyed at the climax and the curse is lifted.

**X-RAY:** There are skulls and shrunken heads galore in this minor horror entry that will probably do okay as part of an exploitation show. Some of it is a bit too gruesome for the very young. The story is only fair, as are acting, direction, and production. The screenplay is by Orville H. Hampton who

comes through with the necessary amount of mumbo jumbo.

**AD LINES:** "Heads For Horror"; "They Had To Get His Skull Or Be Doomed To An Existence Of Horror."

## A Hole In The Head

COMEDY  
120m.

United Artists

(Sincap)

(Panavision) (DeLuxe Color)

**ESTIMATE:** Superior entertainment.

**CAST:** Frank Sinatra, Edward G. Robinson, Eleanor Parker, Carolyn Jones, Thelma Ritter, Keenan Wynn, Joi Lansing, Connie Sawyer, Eddie Hodges, George DeWitt, Jimmy Komack, Dub Taylor, Benny Rubin, Ruby Dandridge, B. S. Pully, Joyce Nizzari, Pupi Campo. Produced and directed by Frank Capra.

**STORY:** Frank Sinatra, improvident dreamer and widower, is faced with the problem of raising his young son, Eddie Hodges, among the hurly-burly of Miami Beach and its "characters." His girl friend, Carolyn Jones, lives for kicks and gets them. He is about to lose his fleabag hotel and appeals to his brother, Edward G. Robinson, a substantial New York merchant, to bail him out. When Sinatra tells him Hodges is sick, Robinson and his wife, Thelma Ritter, fly down. Sinatra puts the bite on Robinson to no avail. Sinatra makes enough on a dog race to save his hotel, but in the next race loses it. Robinson and Ritter make a deal. If Sinatra will meet Eleanor Parker, widow friend of Ritter's with the idea of maybe marrying her and settling down, they'll stake him. Sinatra meets her but can't make up his mind. He decides the best thing for all is for Hodges to return to New York with Robinson and Ritter. To make Hodges go for this, Sinatra puts on an act, telling him he no longer wants him around, and even strikes him. A broken-hearted Hodges leaves with them for the airport, but jumps out of the cab and rushes back to Sinatra's waiting arms. Robinson and Ritter return and Parker is also on hand. Somehow, with Robinson, Ritter and Parker helping, Sinatra and Hodges know they will make out.

**X-RAY:** A cast that's a winning combination has been assembled here. This, together with an amusing yet heartwarming script, good direction and production makes for superior entertainment. A lot of what happens on screen is funny; much is touching. The film has been made against a picturesque Florida background, all the more attractive in color. The story holds interest well, but a bit more tightening could have heightened audience attention even more. It's difficult to single out the cast members for special notice, yet this reviewer would feel remiss if he did not name Edward G. Robinson, Sinatra, and youngster Eddie Hodges as especially noteworthy. Others in the cast are also fine. All kinds of audiences everywhere should go for this in a big way. The screenplay is by Arnold Schulman, who also authored the play from which it is adapted. There are several songs.

**TIP ON BIDDING:** Better rates.

**AD LINES:** "He Had A Hole In His Head; But He Really Loved His Son"; "A Merry Comedy Involving Some Florida 'Characters' . . . Lovable And Otherwise."

## The Invisible Invaders

MELODRAMA  
67M.

United Artists

**ESTIMATE:** Fair science fiction.

**CAST:** John Agar, Jean Byron, Robert Hutton, Philip Tonge, Hal Torey, John Carradine, Eden Hartford, Jack Keney, Paul Langton. Produced by Robert E. Kent; directed by Edward L. Cahn.

**STORY:** Atomic scientist John Carradine is killed in a lab explosion, and his associate, Philip Tonge, resigns from the commission to protest the insanity of preparing for an atomic war. Later, Tonge is visited by Carradine's body in which an invisible invader from the moon has taken refuge. He is told

to tell the leaders of the countries to surrender to a force of invaders or be destroyed. His tale is ridiculed until invaders in dead bodies start sabotage and havoc throughout the world. Tonge and associate Robert Hutton realize they have to work on some means to combat the invasion. They and Tonge's daughter, Jean Byron, are escorted to a bomb proof lab by Major John Agar, where they develop a spray to capture one of the figures. It is placed in a compression chamber while they try to figure out a means to kill it. They accidentally discover the thing is affected by high frequency sound, which makes it visible. The world is saved. A romance also seems in the offing for Agar and Byron.

**X-RAY:** This entry is okay science fiction which should be accepted by fans of this type of film. It has enough of a yarn to hold interest, while the performances, direction, and production are fair. It should fill in as a supporting feature on the program. The screenplay is by Samuel Newman.

**AD LINES:** "If The Invaders Were Successful It Meant The End of the World"; "Horrors of the Atomic Age Revealed."

## Shake Hands With The Devil

MELODRAMA  
110m.

United Artists  
(Pennebaker)

(Filmed in Ireland)

**ESTIMATE:** Fascinating action meller of Irish rebellion.

**CAST:** James Cagney, Don Murray, Dana Wynter, Glynis Johns, Michael Redgrave, Sybil Thorndike, Cyril Cusack, Marianne Benet, Noel Purcell, Niall MacGinnis, Ray McNally, Richard Harris, John Breslin, Harry Brogan, Robert Brown, Lewis Casson, John Cairney, Harry Corbett, Eileen Crowe, Allan Cuthbertson, Donal Donnelly, Wilfred Downing, Eithne Dunne, Paul Farrell, William Hartnell, John LeMesurier, Patrick McAlinney, Clive Morton, Peter Reynolds, Christopher Rhodes, Ronald Walsh, Alan White. Executive producers, George Glass and Walter Seltzer; produced and directed by Michael Anderson.

**STORY:** In 1921, Don Murray is an American student at the Irish Royal College of Surgeons who remains aloof from the Irish rebellion although his father had been a hero for the rebels. One of his classmates is shot in a street fight and Murray carries him to shelter leaving behind a textbook with his name. The I.R.A. leader summoned to treat the wounded student is James Cagney, a professor at the college, and Murray is given the choice of joining the rebels or returning to America. He chooses the latter, but is arrested by the Black and Tans before he can be spirited out of the country. Despite torture, he refuses to divulge the hiding place of the rebels and is rescued by a raiding party led by Cagney. Murray joins the rebellion. Sybil Thorndike, last member of an aristocratic Irish family, is arrested for aiding the rebels, and Cagney kidnaps Dana Wynter, daughter of the English Army leader in retaliation. Cagney's double life is exposed, but he escapes from the college. The English, meanwhile, seek peace and offer Rebel leader Michael Redgrave Dominion status and amnesty. Cagney, whose mind has been warped by years of revolution, insists on fighting until the impossible goal of complete victory is attained. Thorndike dies in custody and Cagney decides to kill Wynter in retaliation. A treaty is signed ending the bloody struggle and Murray rescues Wynter as he is forced to kill Cagney.

**X-RAY:** This is a beautifully photographed, carefully produced and directed, excellently acted action meller of the Irish rebellion packing plenty of entertainment for discriminating filmgoers. The problem will be getting them into the theatre as the subject matter is of limited appeal. The exhibitor's best bet is to concentrate on the action elements and the return of Cagney to the kind of hard boiled, ruthless role that made him famous. He does an excellent job, as do other featured players, particularly Glynis Johns



and Cyril Cusack. Some photographic effects of the wild countryside and raging ocean are startlingly beautiful. The plot of revolution and its mixed effects bringing out the best and worst of men is compelling and always interesting. Name values are there to be sold. It's a satisfying screen experience if the audiences can be attracted in the first place, and word of mouth should help. Getting them in, "Aye, there's the rub." Screenplay is by Ivan Goff and Ben Roberts.

TIP ON BIDDING: Better program rates.  
AD LINES: "Cagney And Violence . . . Together Again In A Drama Of Shattering Impact"; "A Nation Battles For Freedom As Blood And Passion Fill The Screen."

WARNERS

**Hercules (822)** DRAMA 107M.  
Warners (English soundtrack)  
(Italian-made)  
(Dyaliscope) (Eastman Color)  
ESTIMATE: Highly entertaining spectacle.

CAST: Steve Reeves, Sylva Koscina, Fabrizio Mioni, Ivo Garrani, Arturo Dominici, Mimmo Palmara, Lidia Alfonsi, Gina Rovere, Gabriel Antonini, Andrea Fantasia, Aldo Fiorelli, Gino Nattera, G. P. Rosmino, Alfro Poli, Gianna Maria Canale. Produced by Federico Teti; directed, story, and screenplay by Pietro Francisci. Presented by Joseph E. Levine.

STORY: Steve Reeves (Hercules) is called to Jolco to teach the art of war to Mimmo Palmara, son of Ivo Garrani, who has usurped the throne after killing his brother. Reeves falls in love with Sylva Koscina, Princess of Jolco, and renounces immortality to walk the earth as a normal man. Reeves supports the claim of Fabrizio Mioni, rightful heir to the throne. They embark on a voyage to find the Golden Fleece, which will establish Mioni's claim. After adventures with the Amazons, who murder men after using them to replenish their population, and other mythological dangers, Mioni kills the dragon guarding the Fleece. They return to Jolco and defeat the forces of Garrani, thanks to Reeves' great strength. Reeves and Koscina are wed.

X-RAY: This Italian-made spectacle is an eye-filling excursion into mythology that seems destined to hit the boxoffice bullseye. In blazing color on the wide screen, it is filled with scenes of battle, pageantry, and feats of superhuman strength and bravery. Reeves, world renowned for his magnificent physique, is perfect as Hercules, and other parts are played with great vigor. The girls are lovely, and the whole effect is pure entertainment. Some might consider the film unsophisticated, and so it is. But the lack of sophistication is to its credit. Coupled with the extensive and hard hitting exploitation campaign planned by Joseph Levine and his Embassy Pictures, better returns are indicated in all situations. A spectacle and showmanship should equal success.

TIP ON BIDDING: Depends on situation.  
AD LINES: "Immense And Immortal Was Hercules' Strength . . . Like The World And The Gods To Whom He Belonged"; "The Most Fabulous Figure In All Mythology Flexes His Mighty Muscles In A Wide-Screen Color Spectacle."

FOREIGN

**The Cat** MELODRAMA 108M.  
Ellis Films  
(French-made)  
(English titles)

ESTIMATE: Suspenseful French underground meller.  
CAST: Francoise Arnoul, Bernard Blier, Bernard Wicki, Kurt Meisel, Roger Hanin, Andre Versini, Louise Roblin. Directed by

Henri Decoin; produced by Eugene Tucherer.

STORY: In Paris in 1943, the Germans pinpoint a secret French radio transmitter. The operator dies while his wife, Francoise Arnoul, escapes to carry on her underground activities. Her next assignment sees her successful beyond expectations. She strikes up an acquaintance with a Swiss journalist, Bernard Wicki, who is actually a German officer on a holiday. Prior to returning to the front, he visits the office of a cousin, Captain Kurt Meisel, and notices a drawing resembling Arnoul, for whom the authorities are searching. Wicki is ordered to continue his contacts with her in the hope she will lead them to others in the underground. The pair find themselves in love, and Arnoul tries to convince underground chief Bernard Blier to permit him to work with her. Wicki learns the names of others in the movement, and when Meisel arrests Arnoul, he tries to save her by turning over the list. The latter permits Arnoul to go free after the others are arrested and brought in. She is marked as the traitor and machine-gunned to death by the waiting Blier.

X-RAY: There are some good moments of suspense, action and intrigue, but as the film nears the climax, it begins to border on the artificial. The ending is in keeping with the belief of makers of films abroad that the happy conclusion will never be found in a good picture. The cast is efficient with Arnoul quite attractive, and direction and production are good. It should do well in the art nd specialty houses. The screenplay is by Henri Decoin and Jacques Remy, based on the novel by the latter.

AD LINES: "Intrigue In The Underground"; "She Was Wanted By The Gestapo."

**The Eighth Day Of The Week** DRAMA 84M.  
Continental  
(Polish-made) (English titles)

ESTIMATE: Import is worthy of attention.  
CAST: Sonja Ziemann, Zbigniew Cybulski, Ilse Steppat, Bum Krueger, Tadeusz Lomnicki, Emil Karewicz, Jan Swiderski. Directed by Alexander Ford; produced by Artur Brauner.

STORY: Sonja Ziemann and Zbigniew Cybulski can't find a refuge to express their love, much less an apartment in Warsaw. He lives in a room in a bomb-weakened building, and she informs him that once she comes to him she wants to remain. Home for her means an ill-tempered mother, a resigned father, a disillusioned brother who likes to drink, and a boarder. She finally agrees to go to Cybulski, but the collapse of the building leaves him homeless. She then agrees to go to a borrowed apartment with him, only to find the owner drunk and with a girl of his own. They take refuge from the rain in a department store and are inadvertently locked in overnight. They sleep innocently after drinking vodka. They miss each other the next night, and she sits at a bar and is picked up. The man takes her home and seduces her. The next time she sees Cybulski, he shows her the key to an apartment. She feels guilty and rejects him. Finally, she runs after him key in hand for a future together.

X-RAY: What makes this particular film interesting is that it was filmed in Poland behind the Iron Curtain, and conditions are almost compulsive in their attraction. The attendee of the art house should get a charge out of the two youngsters in love seeking a place of their own, which is the equivalent of an opportunity for happiness. Attention of viewer is pretty much constant, with good performances, direction, and unfamiliar scenes and surroundings. The film received additional notice when its release was banned by the Polish Government. The screenplay, simple in theme yet expressive in the telling, is by Marek Hlasko and Alexander Ford.

AD LINES: "Love Is A Terrible Thing When It's Unfulfilled"; "The Picture The Polish Government Tried To Ban."

**Embezzled Heaven** DRAMA 88M.

Louis de Rochemont  
(Agfacolor)  
(Filmed in Austria and Italy)  
(Dubbed in English)

ESTIMATE: Good religious import.  
CAST: Annie Rosar, Hans Holt, Victor de Kowa, Vilma Degischer, Kai Fischer, Rudolph Vogel, Kurt Meisel, Lotte Lang, Christine Kaufman. Produced by Rhombus Productions. Directed by Ernst Marischka.

STORY: Cook Annie Rosar evolves a plan for eternity. She tries to buy herself a seat in heaven by paying for tuition and other expenses of a nephew to become a priest. This, she feels, will insure her a voice close to God. The nephew, however, has squandered the money. She has no desire to see him, only to help him to become a priest. After many years, she hears that he has been ordained and assigned to a parish. She decides to leave her position and go spend the rest of her days with the nephew, Kurt Meisel. She travels to the town only to find he has never been heard of, and she understands at last that she has been swindled. She tracks him down and discovers he is a shady character. Rosar's next move is to beg forgiveness of the Pope in Rome, and she joins a pilgrimage. She is befriended by a kindly priest, Hans Holt, who listens to her confession. She is finally among many people who receive the Papal blessing, and the excitement is too much for her. She collapses, is hospitalized, and dies after making her peace with God.

X-RAY: Interesting, different, and at times moving and inspirational is this import that has the solid backing and support of the Catholic Church. The story is well-paced, assisted by a fine cast. Direction and production are superior. Exhibitors located in areas predominantly Catholic would do well to book this entry, which not only has religious overtones but is entertaining as well. The Legion of Decency has recommended the film to Catholics of all ages. The screenplay is by Ernst Marischka, based on a novel by Franz Werfel. The use of color also helps.

AD LINES: "The Film That's Recommended Entertainment For Everyone"; "She Had To Reserve A Place In Heaven No Matter What The Cost."

**Girls Of the Night** DRAMA 114M.  
Continental  
(French-made)  
(English titles)

ESTIMATE: Fair import.  
CAST: Georges Marchal, Nicole Berger, Claus Holm, Kay Fischer, Gil Vidal, Georges Chamarat, Renato Baldini, Janeline, Ruth Wilbert. Directed by Maurice Cloche.

STORY: Georges Marchal runs a stable of prostitutes in Marseilles with a bar as headquarters, and the girls are kept in line by strongman Renato Baldini. Kay Fischer is Marchal's special girl as well as his recruiter. Only bartender Gil Vidal and his fiancée, waitress Nicole Berger, are not involved in the vice ring. When one of Marchal's girls is released from prison she decides to try for a different life and starts out for Father Claus Holm's home, founded to rehabilitate streetwalkers. Baldini intercepts her and her body is found in the bay the next morning. This is to serve as a warning to the other girls. Baldini is attracted to Berger and tries to attack her, but is driven off. Holm takes her to the home where an examination shows she is pregnant. Fischer is impressed with Holm after a visit, and Marchal resents the priest's interference. He is determined to ruin him, and he instructs Fischer to infiltrate, get a list of employers of rehabilitated girls, after which a poison pen letter usually results in the girl being fired and returning to Holm. Soon his limited resources are overstrained. When he's away fund raising, the girls decide to do a little fund raising on  
(Continued on page 4590)



# FOREIGN and SPECIALTY PICTURE SOURCES

A semi-annual (May and November) service, to those theatremen who wish to locate distribution outlets and sources of supply, for imported and off-beat features and shorts, that may prove attractive to particular cultural levels or nationality groups. Every effort will be made to re-edit and re-check all data in the following lists, each time used. As many are fringe enterprises, not too closely identified with the domestic motion picture industry, however, MOTION PICTURE EXHIBITOR cannot accept responsibility for accuracy or completeness.

The name and address of the company itself, the name of at least one executive to whom inquiries can be directed, and a rough idea of the number and type of product available is as follows:—

**ACADEMY PRODUCTIONS, INC.** Exec: Ursula Lewis—1501 Broadway, New York 36, N. Y. (11 features—mainly of French, German and Spanish origin)

**AMERICAN NEWSREEL** Exec: E. M. Gluckman, Pres.—Box 831 Grand Central Station—New York, N. Y. (4 features, mainly all-negro casts, origin USA)

**ARTKINO PICTURES, INC.** Exec: N. Napoli—Mrs. Rosa Madell, V.P.—723 Seventh Avenue—New York 19, N. Y. (19 features, —all of U.S.S.R. origin)

**ATLANTIS FILMS, INC.**, 1733 Broadway, New York 19, N.Y. M. B. Kesten, President; Nathan Milco, V.P.; George Morris, Sec.-Treas.; Thomas V. McCue, Gen. Mgr. (2 features—French origin)

**AUSTRALIAN NEWS AND INFORMATION BUREAU** Exec: S. S. Brown—Miss G. C. Power, Film Officer 630 Fifth Avenue—New York 20, N. Y. (Numerous short subjects on life, travel and scenic features of Australia)

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**CASOLARO GIGLIO FILM DISTR. CO.** Exec: Salvatore Casolaro, G.M.—277 Canal St.—New York 13, N. Y. (65 features, mainly of Italian origin)

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English, French & Italian origin)  
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Irvin Shapiro—745 Fifth Avenue—New  
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pean origin)

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Epstein, Pres.; Rita C. Eagle, Sec.-Treas.—  
1501 Broadway—New York 36, N. Y. (10  
features—varied foreign origin)

**GO PICTURES, INC.** Exec: Geo. K. Arthur.  
Pres.—37 W. 57 St.—New York, N. Y. (3  
features—English origin—53 foreign short  
subjects)

**GRAND PRIZE FILMS, INC.** Exec: Sidney  
Kaufman, Pres.—George Hirschfeld, Sec.  
—565 Fifth Ave., New York 17, N. Y. (36  
features—varied foreign origin)

**GRESHLER, ABNER J. PRODUCTIONS,**  
INC., Exec: Abner J. Greshler, Pres.—  
Fred Harris, N. Y. Exec.—1270 Ave. of  
Americas, New York 20, N. Y. (5 features  
—English origin)

**HARRISON, EDW., MOTION PICTURES**  
Exec.: Edward Harrison—William Davidson  
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foreign origin)

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York 19, N. Y. (10 features—varied for-  
eign origin)

**JEWEL PRODUCTIONS, INC.** Exec.: Samuel  
Cummins, Gen. Mgr.—Ray Lewis, Distr.  
Bookings—165 West 46th Street—New York  
36, N. Y. (6 features—varied foreign origin)

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## Girls Of The Night

(Continued from page 4587)

their own in the only way they know. When Fischer defects, too, Marchal orders the home set afire. Meanwhile, Baldini makes another try at Berger and Vidal beats him badly. Vidal also has a showdown with Marchal, and the latter is shot in self defense. With the vice ring broken, the girls, led by Fischer, start clearing away the rubble so the home can be rebuilt.

**X-RAY:** Of moderate interest is this tale of the alleged street walkers of Marseilles and of a man of the cloth who tried to help them. The subject matter naturally lends itself to exploitation and the art and specialty spots can attract a fair share of viewers. The story is adequately presented, the cast is fair, and direction and production are passable. The screenplay is by Maurice Cloche and Georges Tabet.

**AD LINES:** "The Street Walkers of Marseilles And Their Story"; "An Adventure In Illicit Romance."

## He Who Must Die

DRAMA  
122M.

Kassler Films  
(French-made) (CinemaScope)  
(English titles)

**ESTIMATE:** Absorbing import is good bet for art and specialty spots.

**CAST:** Jean Servais, Carl Mohner, Gregoire Aslan, Gert Froebe, Teddy Bilis, Rene Lefevre, Lucien Faimbourg, Melina Mercouri, Roger Hanin, Pierre Vaneck, Dimos Starenios, Nicole Berger, Maurice Ronet, Fernand Ledoux. Directed by Jules Dassin.

**STORY:** In a Cretan village under Turkish dominion, Holy Week is approaching, and Fernand Ledoux, head of the village church, names the villagers who are to portray the holy figures in the Passion of Jesus. Tonguetied shepherd Pierre Vaneck is named to play Jesus, while attractive widow Melina Mercouri, who services the men of the village, is named to portray Magdalene. The population of a far-off village destroyed by the Turks, led by their religious leader, Jean Servais, arrives and asks for help, only to be turned away by Ledoux and Gert Froebe, who fear they will disrupt the village and become public charges. They take root on a barren mountainside outside the village. Ledoux even spreads the tale that they bear cholera when one of their number dies of hunger. Vaneck refuses to believe this and tries to get help for them. He gets the other townspeople interested, but Ledoux does all he can to throw obstacles in their path, even to excommunicating Vaneck. Mercouri, too, does what she can to help. When Froebe dies, his son, Maurice Ronet, wants to turn his entire inheritance over to the refugees, but Ledoux and some of the villagers refuse to allow this, even using force to prevent the newcomers from taking over the property. When the refugees are partially successful, Ledoux convinces Turkish governor Gregoire Aslan to intervene with troops and guns. Vaneck as chief troublemaker is captured and killed. The fight for good over evil is bound to continue.

**X-RAY:** An unusual subject and background is to be found in this entry which has won a number of prizes. It holds interest on high from start to finish with the theme of the story having a unique attraction for viewers. The players present their roles with fervor and a convincing compassion that causes one to forget that they are actors playing parts. The direction and production are superior. Word-of-mouth plus advance press notices should help art and specialty situations do well with this. The screenplay is by Ben Barzman and Jules Dassin, based on a novel, "The Greek Passion," by Nikos Kazantzakis.

**AD LINES:** "A Prize-Winning Picture That Must Be Seen"; "A Magnificent, Powerful and Exciting Drama."

## Jonas

DRAMA  
81M.

President  
(German-made)

(English narration — partially dubbed)

**ESTIMATE:** Psychological, offbeat drama.

**CAST:** Robert Graf, Elisabeth Bohaty, Heinz-Dieter Eppler, Willy Reichman. Produced and directed by Ottomar Domnick.

**STORY:** Robert Graf is a lonely man who works in a printing shop and lives by himself in his own world. Since all men wear hats, he thinks that he, too, should conform, so he buys himself a hat. When it is stolen in a restaurant, he decides that stealing a similar hat is in order to maintain his conformity. The petty theft preys on his mind, as does an escape from a concentration camp when he left a wounded friend and accomplice to gain freedom for himself. He destroys the stolen hat, but a metal tab with the owner's initials refuses to burn. Elisabeth Bohaty, the clerk in the hat store, is also lonely. She tries to help, comfort, and love Graf, but this is of little consolation to the tormented man, who is always haunted and followed by shadows of a guilt complex.

**X-RAY:** An odd type of film suited only for some art and specialty spots where audiences may pride themselves on viewing the different and the unusual. This is certainly in that category, with the story of a haunted man beset by psychological problems offbeat, to say the least. It is unorthodox in filming, acting, direction, and production, as well as in story line. Very little satisfaction can be garnered by the so-called normal viewer from any part of the film, and this is an oddity in itself. The screenplay is by Ottomar Domnick, with the adaptation by James Benjamin. The music is by Duke Ellington.

**AD LINES:** "A Psychological Drama Of A Haunted Man"; "The Film That Was Made By A Psychiatrist . . . Truly An Unusual Presentation."

## Love Is My Profession

DRAMA  
111M.

Kingsley Int.  
(French-made)  
(English titles)

**ESTIMATE:** Bardot loves again.

**CAST:** Jean Gabin, Brigitte Bardot, Edwige Feuillere, Franco Interlenghi, Julien Bertheau, Nicole Berger. Directed by Claude Autant-Lara; produced by Raoul J. Levy.

**STORY:** Semi-professional prostitute Brigitte Bardot and a girl friend stage a hold-up of a jewelry store using a toy gun. An old woman is struck by Bardot with an iron bar when she interrupts. Fearing apprehension, she goes to a famous and successful middle-aged lawyer, Jean Gabin, and tells him her story, asking him to help her and offering to give him her body as a fee. He takes the case and using tactics that could ruin his career, gets her acquitted. His wife, Edwige Feuillere, tries to be understanding so as not to drive him away altogether. He is worried about the persistence of Franco Interlenghi, the most serious of Bardot's many lovers. Gabin sets her up in an expensive apartment and even provides a maid. She promises to stop seeing Interlenghi but is drawn to him. When she refuses to remain with him, Interlenghi kills her.

**X-RAY:** Brigitte Bardot plays the part of a semi-professional prostitute quite well in this tale of sex and passion. She has proven to be sizeable boxoffice where her films are received, and if the magic glow is still present, then this entry, too, should come in for its share of attention and returns. It's frank and French in situation and language. The cast is good, with Jean Gabin proving a different yet effective foil for Bardot. Direction and production are capable. Where there is censorship, Bardot is seen for a brief instant emerging from a bath in the altogether. The screenplay is by Jean Aurenche and Pierre Bost, based on the novel, "In Case of Emergency," by Georges Simenon.

**AD LINES:** "Bardot in Her Frankest Role

of Sex and Sin"; "A Thrill-Packed Adventure in Sex and Sin."

## The Mirror Has Two Faces

DRAMA  
98M.

Continental  
(French-made)  
(English titles)

**ESTIMATE:** Well-made, interesting import.

**CAST:** Michele Morgan, Bourvil, Gerard Oury, Ivan Desny, Elisabeth Manet, Sandra Milo, Sulvie, George Chamaret, Jane Marken, Carrette. Directed by Andre Cayatte; a Franco-London Production.

**STORY:** A teacher, Bourvil, places an ad in a newspaper's lonely hearts column seeking a wife. He stresses appearance is of no importance, preferring a steady, good wife to an attractive one. He receives a visit from the parents of Michele Morgan, the elder of their two daughters and the least attractive. They persuade him to meet her on his own because of her pride. The younger daughter is about to be married to Ivan Desny, Morgan's employer in a record shop, with whom Morgan is in love. Eventually, she responds to Bourvil's persistence, and they are married. She becomes resigned to his pettiness and accepts her life for what it is. For 10 years he is sure of her fidelity because of her plainness and she has borne him two children. He is the victim of an accident with the car of Dr. Gerard Oury who takes him to his clinic and makes him well again, also reimbursing him for damages. Oury feels sorry for Morgan and decides to help her by offering to do plastic surgery on her face for free. Bourvil refuses to let her go through with it but she does so anyway, hoping to surprise and please him. She emerges beautiful, and he is horrified, refusing to accept her as his wife. She is enchanted by the stir she creates, and Desny, whose marriage is breaking up, realizes that it is Morgan he has loved all along. Bourvil, in a state of jealousy, drives Morgan away, and she decides to go to Canada with Desny to start life anew. Bourvil, hysterical at his wife leaving him, blames Oury for all his trouble and kills him, after which he gives himself up to the police. Morgan receives a cablegram at Newfoundland and realizes she has to return while Desny must go on. There is hope the pair will be reunited in the future.

**X-RAY:** This story of an "ugly duckling" who is turned into an attractive woman is an interesting drama and one that can be played to the hilt for femme audiences. The situations are laden with suspense and emotion, and the cast carries through well, with Morgan and Bourvil particularly effective. Direction and production are superior. The film would seem to have a good potential in the art and specialty house circuit with the proper campaign and backing. The story and screenplay are by Andre Cayatte and Gerard Oury.

**AD LINES:** "She Had A Choice — To Remain Plain Or To Become Beautiful—What Would You Do?"; "Her Husband Became a Beast When He Discovered He Had A Beautiful Wife."

## Monpti

DRAMA  
97M.

Bakros International  
(German-made)  
(Color)  
(Dubbed in English)

**ESTIMATE:** Average tragic love import.

**CAST:** Romy Schneider, Horst Buchholz, Mara Lane, Boy Golbert, Olive Moorefield, Bum Kruger, Iska Geri, Bobby Todd. Directed by Helmut Kautner; a UFA Production.

**STORY:** Hungarian artist Horst Buchholz is lonely in Paris until he meets Romy Schneider, an attractive youngster, who is also alone in the big city but who likes to make up a background of wealth and a large family. They have a number of dates and fun together and find that they are in love. She thinks of marriage, but he is cautious. They have a quarrel over her fibs and they sepa-



rate. She tries to go after him and is struck by a car, dying in the hospital. The boy is broken-hearted and lonely once again.

**X-RAY:** Once again, the foreign filmmakers go for the off-beat and the unhappy ending, putting what might have been a cute and satisfying film into the odd-ball category. The youngsters are good, and the backgrounds and settings are satisfactory. The story has a tendency to wander and be moody. Mayhaps, art and specialty house patrons will find the on-screen proceedings attractive. The screenplay is by Gabor von Vaszarys and Helmut Kautner, based on a novel by von Vaszarys.

**AD LINES:** "Paris In The Spring And A Couple in Love"; "They Were Lonely In Paris Until They Found Each Other."

## Sinners Of Paris

MELODRAMA  
80M.

Ellis  
(French-made)  
(English titles)

**ESTIMATE:** Interesting import.

**CAST:** Charles Vanel, Danick Patissou, Mouloudji, Michel Piccoli, Francoise Guerin, Bella Darvi, Jean Brochard, Monique Tanguy. Produced by Metzger and Woog Films; directed by Pierre Chenal.

**STORY:** Gangster Charles Vanel is wanted by the French police as a master criminal, but his are not the only crimes in Paris. The police are seen answering a number of calls for help and doing their duty in a number of ways. There are also some personal relationships, such as the attention paid by policeman Michel Piccoli to women in general and the wife of a novice fellow-policeman in particular. He pressures the nephew of Vanel to get the crook's hiding place and learns that a job is planned. A trap is set after the nephew is killed by Vanel for trying to inform on him. Vanel is captured, but not through the efforts of Piccoli, who tries to take advantage of the situation and exact personal revenge. He redeems himself at the police station when Vanel sets off a hand grenade which Piccoli smothers with his body, dying in the effort. Life goes on at the police station.

**X-RAY:** Using authentic cases as background, the producers have turned out a moderately interesting film on cops-and-robbers which art and specialty house devotees should find adequate. The police work is well enough presented, and the pace is alright, with enough interest and intrigue. The cast, direction, and production are okay. The story is by Auguste Le Breton, with the screen adaptation by Jean Ferry and Pierre Chenal.

**AD LINES:** "Crime On The Streets Of Paris"; "A Paris Precinct In Operation."

## MISCELLANEOUS

### The Isle Of Levant

TRAVELOGUE  
71M.

Miracle Films  
(Color)

**ESTIMATE:** Exploitable nudist film.

**CREDITS:** None available. Produced by Miracle Films.

**STORY:** A Scandanavian girl wins a small automobile in a contest and with her girl friends starts on a vacation tour which takes them through Germany, Switzerland and France to Cannes. On the way they pick up a sculptor friend and his model; and also meet up with a French artist. From Cannes they embark for the Isle of Levant, world famous French nudist colony. They join the sun worshippers, wearing the minimum in vogue there, until it is time for them to return home.

**X-RAY:** For half of the footage this is innocuous travelogue footage through Europe. The scenes on the Isle of Levant, however, are altogether another thing. While showing nothing that is not available in nudist magazines, it is pretty revealing and bound to

attract sensation seekers. That the subject has exploitation possibilities goes without saying. It should not offend many but may prove disturbing to some. The color photography is an asset, of course, and is okay, while the commentary in English is satisfactory, as is the musical score. Local situations with censorship will have much to do with bookings of this subject.

**AD LINES:** "The Home Of Nudism On Film At Last." "A Visit To A Nudist Colony."

## The Shorts Parade

### TWO REEL

#### CINEMASCOPE COLOR NOVELTY

**CRUISE OF THE EAGLE.** Buena Vista-Walt Disney People and Places. 18m. This shows in CineamScope and Technicolor the rigorous final 10 week cruise of a group of Coast Guardsmen on the training three master, The Eagle, which ordinarily sees service as a rescue boat, as well as a training test, in the Northern Seas off America. Every detail of the hard, cold life of these men of the sea is shown. One of the highlights has a trainee becoming ill with the Eagle not equipped to care for him and having to rendezvous with a Coast Guard cutter during a terrific storm to get proper care for him. **GOOD.**

#### COLOR TRAVEL

**ISLAND EMPIRE.** Universal Special in Color. 18m. Japan is visited by the color camera and seen is the modern and the old. The beauty of its countryside and life is contrasted with its industrialization, which makes the country more occidental than oriental. **GOOD.** (3901).

### ONE REEL

#### CINEMASCOPE COLOR NOVELTIES

**BASKETBALL'S ACES IN ACTION.** 20th-Fox CinemaScope Novelties. 10m. This sports subject concentrates on court magic and ball handling by some of the greatest basketball stars including Bill Russell, Bob Cousy, Bob Pettit, Elgin Baylor, and George Yardley. Okay, but of particular interest to devotees of the sport. **FAIR.**

**SWEDISH JETS ZOOM.** 20th-Fox CinemaScope Novelties. 9m. Crack pilots of the Royal Swedish Air Force put their supersonic fighter squadron through its paces over icy wastes. This combines brilliant aerial photography with information about a subject little known here. This is in DeLuxe Color. Joe King Narrates. **GOOD.** (7903).

#### COLOR CARTOONS

**BACKWOODS BUNNY.** Warners Bugs Bunny Special. 7m. Bugs arrives in the Ozarks on vacation and tangles with a motley bunch of hillbillies. They try to catch him for a rabbit stew, but he turns the tables and the youngest of the hillbillies winds up shooting his pappy instead of Bugs. **GOOD.** (6725).

**HOT ROD AND REEL.** Warners Merrie Melodies-Looney Tunes. 7m. Another in the coyote and the road-runner series, with even more explosions than usual; but they all backfire on the poor coyote and the road-runner keeps on running along. **FAIR.** (6708).

**MOUSE THAT JACK BUILT.** Warners Merrie Melodies-Looney Tunes. 7m. The mice do a burlesque on Jack Benny and his radio-TV gang. A conspiring cat lures them to a

night club where things are supposed to be free. Benny himself appears at the finish. **GOOD.** (6707).

**A MUTT IN A RUT.** Warners Merrie Melodies-Looney Tunes. 7m. Wilbur, the dog, gets an idea from TV that he is smarter than his owner, Elmer. When Elmer takes him hunting, Wilbur starts playing smart tricks until he gets hurt. Elmer takes him home, turns on TV and Wilbur makes frantic protest. **GOOD.** (6709).

**REALLY SCENT.** Warners Merrie Melodies-Looney Tunes. 7m. Pepe, the lover, falls for a little kitten marked like a skunk, but she doesn't want to play. Learning what his odor means, Pepe gets deodorized so he can make another play for the kitten; but she has visited a limberger cheese factory in the meantime, and in the end Pepe and the kitten both realize that their romance "smells." **FAIR.** (6710).

#### COLOR TRAVEL

**TRAVEL TIPS.** U-I-Color Parade. 8m. Some of the highspots of Europe are shown for the would-be traveler. He is shown that he must not miss the Eiffel Tower and Paris; Picadilly Circus and London; Bavaria and the Alps; the Danube and Vienna; and the flowing Rhine River. **FAIR.** (3975).

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SECTION THREE  
Vol. 62 No. 2

MAY 20, 1959

# EXPLOITATION

**ACTUAL PROMOTIONS, accomplished by Experienced Theatremen, that can be applied with profit to many other Theatre Situations.**

This special section is published every-second-week as a separately bound saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each such cumulatively numbered saveable section represents current submissions that have been judged by the Editorial Board as having the originality and ticket selling force to warrant placement in the 1958 SHOWMEN OF THE YEAR CONTEST (explanation elsewhere). It is recommended that theatremen save complete annual consecutively numbered files of these EXPLOITATION sections, and on the last page of each issue will be found a complete cumulative index for the preceding 12 months. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 246-48 N. Clarion St., Philadelphia 7, Pa.

**Individual ACHIEVEMENT CITATIONS have been issued for each of these:**

## B. KIDS' MATINEES

**NUMBER 31**  
**Tv Show Guests Kid Screening**  
**THEATRE:** Ingersoll  
**ADDRESS:** Des Moines, Iowa  
**MANAGER:** Richard M. Langridge

For MGM's "Tom Thumb" we promoted a contest on the WOI-TV "Magic Window" program. A special screening was held at the film exchange for television personnel; and the mistress of ceremonies for this show, which is aimed at children of the pre-teen age group, announced that she would act as hostess of a special sneak preview of the fairy tale at the theatre at a given date at four p.m., and that she wanted some of her viewers to attend with their mothers. The first 200 who wrote in received invitations while the next 200 received Tom Thumb comic books.

A letter was sent to 268 second, third and fourth grade school teachers in the city inviting them to the same sneak preview. This asked that the teacher extend an invitation to one student with parent so that they could discuss the movie with the rest of the class. Thirteen teachers and 77 students attended the screening; and 72 teachers used this letter as admission later in the run.

A Bosco distributor set up 14 displays in local super-markets and placed window cards in same. One of the stores as a diversion for the children while mothers shop has a "Tiny Tot Theatre." The Bosco Tom Thumb trailer was run here about every 30 minutes during store operating hours. Bosco also helped place 300 Tom Thumb comic books and 1,000 balloons in the hands of super-market patrons.

A special Tom Thumb bus was used to bring children from areas which are not covered by the local transit system. Heralds were put out the day before at schools in those areas and the bus bore special signs.

**NUMBER 32**  
**Easter Egg Hunt at Drive-In**  
**THEATRE:** Union Drive-In  
**ADDRESS:** Union, N. J.  
**MANAGER:** Cy O'Boyle

On Easter Sunday evening we held an egg hunt for children with all attending invited to participate.

Two weeks in advance, wide publicity was given the stunt through the courtesy of local newspapers and 5,000 heralds which were promoted from a local record shop. Public address announcements were made each night during intermission plugging the event and the theatre program, which was of a family nature and particularly appealing to children.

Prizes were awarded to the children through the courtesy of local merchants. Among the prizes were chocolate eggs, bunnies, baskets, plush rabbits, and even shoes from a local shoe store.

We permitted fathers to help the little tykes so they wouldn't get lost in the



Richard M. Langridge, manager, Ingersoll, Des Moines, Iowa, recently arranged for bus transportation for guests of television station WOI, who hosted a screening of MGM's "tom thumb."

shuffle and this went over big providing fun for the adults as well as the youngsters. The egg hunt was a terrific success and there were many smiling faces after the affair was over.

## C. MASS MEDIA

**NUMBER 10**  
**"Imitation of Life" Radio Contest**  
**THEATRE:** Criterion,  
**ADDRESS:** Oklahoma City, Okla.  
**MANAGER:** Farris Shanbour

On our recent campaign on "Imitation Of Life," we concentrated mainly on a radio station contest which tied in with a leading downtown store.

Radio Station WKY arranged to sponsor the contest and planned the promotion details for it, part of which included approximately 15 one-minute spot announcements

mentioning the picture, the theatre, etc. This involved no additional advertising expense to either the theatre or Universal Pictures.

Called simply the "Imitation Of Life" contest the prizes were truly worthwhile. First prize was a trip for two to Dallas by Central Airlines for a weekend, plus \$50 cash spending money. Winners stayed at Holiday Lodge. Money given by Cooper Foundation Theatres. Second prize was \$100 wardrobe courtesy of The Fashion in downtown Oklahoma City. Third prize was a Decca Hi-Fi set; fourth, fifth, sixth and seventh prizes were long-playing Decca records and passes to the theatre.

It was a telephone quiz contest. On the first day of participation, a question was asked over the air. The first person to call and correctly answer the question won seventh prize. The next day, another question, a little more difficult, and the winner got sixth prize. And so on until the most difficult question was asked and the first person correctly answering won the first prize. All questions pertained to "Imitation Of Life." All DJ's participated either by plugging it or by actually having the phone-ins on their show. Special pre-tease announcements were prepared and transcribed by Marlyn Shaw.

The Fashion Downtown agreed to display the wardrobe given away in the contest one week in advance and during the contest period. The display was in the front window of the store and a special sign announced the rules of the contest and the prizes to be awarded.

A book store arranged a full window art display on "Imitation Of Life" which was used one week in advance and during the opening week.

Downtown Oklahoma City's largest department store also had an eye-catching display in their hat department which tied in with the hats worn by Lana Turner in the picture.

The Criterion Record Shop featured in their front window, the stereophonic record player offered as third prize in the contest, along with a complete arrangement of the



An example of a small town world premiere is shown above. On the left are crowds lining the street in front of the Cody, Cody, Wyoming. On hand for the opening of "The Young Land," a C. V. Whitney production for Columbia release, were Pat Wayne, star of the film, and Whitney, who dedicated the Gertrude Vanderbilt Whitney Gallery of Western Art earlier in the day. On the right, Wayne is seen being presented with a badge designating him an honorary sheriff by Sheriff Harley Kinkade, High Sheriff of Park County.



# Detroit Business Building Effort Expanded By Exhibitor Organization

DETROIT—The Metropolitan Exhibitors of Detroit, the organization which has already spent around \$75,000 in Business Building, announces it will increase its efforts.

The group has determined to spend another \$50,000 on radio and TV. All Detroit exhibitors received a bulletin inviting every type of theatre and drive-in to pitch into the campaign, the fund for which, it is anticipated, will be substantially upped by distribution contributions.

First-runs will pay \$80 per week, totalling \$2,000; second runs \$40, totalling \$1,000; pre-keys \$30, totalling \$750; keys \$30, totalling \$500; day-after-keys \$10, totalling \$250; and all others \$5, totalling \$125.

Previously, such advertising has been of the institutional type, urging people to go to the movies. The forthcoming campaign will advertise individual attractions while they are being played, along with the mention of the house. The amount of advertising for each run will be proportionate to the total amount of money which all of the

theatres in that run will contribute. Subsequent runs are purposely being asked for a nominal amount "... so that no theatre need be deprived of the benefits of increased business."

Signing for MED were Woodrow R. Praught, president, United Detroit Theatres, Carl Buereele (operating as General Theatres), film buyers and bookers; Lou Mitchel, buyer and booker; Irving Goldberg, Community Theatres; William M. Wetsman of Wisper and Wetsman; Bernard Schlusel, operator, Farnum Hamtramck; and Milton H. London, exhibitor, who is also president of Allied Theatres of Michigan.

Industry opinion of results achieved in BB in 1958 and the first half of this year is clearly indicated by the decision to broaden the base of operations and hike the ante. This comes dramatically at a time when others are discussing how to return cash and material from the abortive nation-wide effort to take much needed steps on the exploitation front.

Decca album which contains the music from the film.

A special screening of the picture was held for newspaper people and this resulted in column mention, a full-page color picture of Lana Turner on the cover of the Sunday amusement section of the Oklahoman; and a feature article on Miss Turner and the jewelry and gowns she wears in the picture on the Oklahoman's Woman's page.

## THE NEW 1959

### "Showman-of-the-Year" CONTEST

Each individual achievement, selected by the Editorial Board and published in this every-second-week EXPLOITATION Section of MOTION PICTURE EXHIBITOR, will receive an Achievement Citation. Five by the same showman published in any one year will receive a SILVER Achievement Citation. And, should any showman ever accomplish ten in the same year, a GOLD Achievement Citation will be awarded. No weekly or monthly prizes will accompany such citations.

At each year's end, all such published achievements will be submitted to the "COMMITTEE OF 100" theatre circuit executives for their individual study and their personal choice of the BEST FIVE. A minimum of

**\$1000000  
IN PRIZES**

will be awarded to the five "SHOWMEN-OF-THE-YEAR" so selected. Alert showmen, interested in the international distinction to be gained from such awards, will recognize that an advantage lies in winning repeated individual published achievements. Address all submissions and photographs to: GEORGE F. NONAMAKER, Feature Editor, MOTION PICTURE EXHIBITOR, 246-48 N. Clarion Street, Philadelphia 7, Penna.

## D. | MERCHANTS

### NUMBER 58

#### Latches on to Department Store "Summons"

THEATRE: RKO Keith's  
ADDRESS: Syracuse, N. Y.  
MANAGER: S. L. Sorkin

We recently worked this on Paramount's "Tempest"; but it could be used with any picture, any time.

It is a tie-up with a downtown department store, The Busy Bee. The store gave us a display ad in both papers on opening day and the day after. The tie-in was a big sale they were holding. They printed 10,000 heralds made up in the form of a summons, the front of which read: "Summons to Savings at The Busy Bee Lucky No. . . . Bring this summons to the Busy Bee floor covering department to win valuable prizes. If you are holding a lucky number you could win free of cost or obligation a 9 ft. x 12 ft. Miracle Plastic Rug, value \$18.98, or a pair of guest tickets to Keith's theatre to see "Tempest." Fifty-four prizes in all. The dead line for checking winners is 5:30 P.M. (date).



This advance lobby display on MGM's "Watusi" recently proved most effective for Lester Pollock, manager, Loew's Rochester, N. Y.

Special gift for all ladies summons holders—Just present this summons to receive your gift."

The holder of the summons compared the number with the lucky numbers posted at the store and if their number corresponded with the posted numbers they could dip into the box, reach for an envelope, and pick out their prize, which was either merchandise or a pair of guest tickets to the theatre.

The summonses were given out in the downtown area by a boy dressed in an old time policeman's uniform. The summonses were paid for in full by the store.

The store purchased radio time on three stations and were able to receive good time spots. The store also purchased television time using two spots an evening, one early and the other at 11 p.m. for five days. Both the radio and TV stations mentioned the title of the picture and also the theatre.

The store also fixed up a display on the inside and also a window display. We supplied stills and special 14x36's which were plastered around in prominent spots. The cost to the theatre on the entire tieup was negligible.

## E | SCHOOL TIE-UPS

### NUMBER 12

#### An "Off Hours" School Idea

THEATRE: Ayres  
ADDRESS: Corpus Christi, Texas  
MANAGER: Ed Farmer

Here's a stunt that utilizes the theatre during ordinarily closed hours, brings in extra revenue and cements closer relationship between theatre and schools.

It's an end-of-school show and picnic idea and it really showed results.

All principals, teachers and room mothers were contacted by mail and we asked them the question, "Could we help in planning some end-of-school activities?"

The facilities of the theatre were offered during the mornings and afternoons when ordinarily not open to the public for the exclusive use of schools or classes.

Several plans were offered. For schools that wish Ed to bring 400 or more children we assured them the complete use of the theatre either from nine a.m. to noon or one to four p.m. This included feature film, cartoons, and use of stage, public address system, or use of the theatre for an indoor picnic and games. For those with less than 400 reservations were made for more than one group on the same morning or afternoon. The school had its choice of seeing either "The Littlest Hobo" or "Snowfire," both Allied Artists features and both excellent children's pictures.

If junior high schools wished to take advantage of the offer, we furnished a picture that would appeal to that particular age group.

Refreshments were furnished, if desired, each child receiving a hot dog, drink and popcorn and saw the show for 50 cents each; or, if desired, each child could bring his own picnic lunch and see the show for 25 cents.

With any of the plans, teachers, chaperons and mothers who used cars for transportation for the children, were admitted free of charge.

## F. | ARMED SERVICE

### NUMBER 13

#### The Coast Guard Lends A Hand

THEATRE: Golden Gate,  
ADDRESS: San Francisco, Cal.  
MANAGER: Mark Alling

On our recent engagement of the J. Arthur Rank film, "A Night To Remember" the U.S.



Coast Guard cooperated by furnishing a surf rescue boat, which was placed on display in front of the theatre. Also, at the theatre was the Coast Guard mobile communication truck displaying its equipment to the public. The truck broadcast official traffic (radio) over a loud speaker system. A recruiting booth was set up at the theatre and manned by Coast Guard personnel. In the lobby the Coast Guard erected a display and had recruiting information on display during the run of the film.

A screening was held for the Coast Guard Admiral and 30 of his officers and their ladies; while 150 Coast Guard personnel in the area were invited to see the film at the theatre. The Coast Guard supplied 1,000 handouts describing the Atlantic Ice Patrol and these were distributed at the door of the theatre. Station KYA, the number one rated station in the area for number of listeners, agreed to conduct a search for a Titanic survivor living in the Bay Area. For five weeks they did this in the following manner: Six times each day on the news broadcasts they announced the search in a "news bulletin" type of announcement. Also several times during the day they mentioned a name of a known survivor in a "teaser" type of announcement.

A total of six leads were furnished to the station. In checking these out five of them were survivors of other ships, the person furnishing the tip obviously mistaking the ship for the Titanic. One survivor was located, however, living in Rodeo, near San Francisco. This was an 80 year old woman, who was a maid to the Hayes family aboard the Titanic. Working through her son and daughter we attempted to interest her in coming to San Francisco for interviews, etc., but she declined, saying she went through that business each year for quite a few years after the sinking.

## G | STUNTS-BALLY

### NUMBER 55

#### A Real Haunted House

**THEATRE:** Solano  
**ADDRESS:** Fairfield, Cal.  
**MANAGER:** Robert Retzer

A real haunted house party topped my campaign on Allied Artists' "House On Haunted Hill."

A local realtor loaned me this historic century-old house for the night in exchange for the free newspaper publicity. Members of local clubs, lodges, and civic groups were invited to attend a seance in the old house at the stroke of midnight—the night before our opening.

We dreamed up a weird history for the house which cracked the front pages of the local papers. Our "monster" butler conducted a tour through the "slumber room" which contained a coffin containing a ghost; skeletons, borrowed from the high school, in the closet; flying ghosts, "blood" dripping from the ceiling, a dancing table, etc. We cut sound effects on tape which were played out of our closet master control room; and after the seance during which we contacted our ghost, announced the picture plug and playdate. A girl who was to stay in the house overnight didn't last 10 minutes. Although, the "ghost business" started at midnight, the old house was still jumping and moaning at two a.m. Two newspapers had photographers covering the event.

A merchants sponsored limerick contest offered a free grave as first prize, and other prizes including a chair for "rigor mortis" to sit in. This was presented on two quarter pages and one half page ads starting three weeks ahead of playdate. Contestants had to finish the limerick "Here lies the body of Frisby Quill. . . ." I think this is the first time a real grave has been given as a prize. The three limerick contest sponsors



This lobby exhibit of the Sea Scouts of Ship Wasp 100 was arranged recently by Hugh S. Borland, manager, Forest, Forest Park, Ill., as a public relations gesture.

had window tie-ins with picture plugs and playdates.

Fluorescent skelton costumes graced our staff, who carried flashlights covered with green cellophane to enhance the spooky effect. A tombstone with playdate and a contest announcement was placed in the lobby in advance.

Along with our regular trailer, we used a novel advance plug in the form of a tape played over the house speaker system. We blacked out the house just before the plug, and, after a piercing scream, a spooky voice announced the coming attraction.

Two tricks were presented through the classified ad columns of the local newspaper. We advertised that all old lost wallets were to be disposed of; and we also advertised for a girl to stay in our haunted house all night following the "party."

An inexpensive flash front was made out of six sheets and three sheets along with small cardboard skeletons dancing from the marquee. Of course, our reader-board would not be complete without silhouette skeleton.

During the run of the film we blacked out the house and announced the feature via tape recording. Then, a monster emerged from a coffin placed on the stage, and came through the audience chasing a screaming blond. We devised our own "Emergo" with bats, bugs, skeletons, etc., and the talk about this stunt created almost as much interest as the picture itself.

Our opening was on April 1, April Fool's Day, so we took the left over lost and found wallets, placed fake money inside, imprinted "Don't be an April fool. Go see HOUSE ON HAUNTED HILL, etc."—then threw them on the streets, inside supermarkets, near schools and wherever people gathered. Most who found them read our message and threw the wallet down for the next "fish" to read.

While these stunts were all aimed at drawing a full house plus a waiting line, which they did, for this particular picture, they can be readily adapted for most any horror picture.

## Search For Star Doubles Launches "Imitation" Bow

**NEW YORK**—A search to find two girls who look most like Sandra Dee and Susan Kohner was launched recently by Universal-International in conjunction with the premiere of "Imitation Of Life" at the Roxy.

Each of the winners received a John Fredericks' hat, while 25 runners-up received guest tickets to see the film at the theatre.

Contestants had to send snapshots or larger photographs properly backed with name, address and telephone number.

### NUMBER 56

#### 'Teen Age Recording Contest

**THEATRE:** Circle,  
**ADDRESS:** Indianapolis, Ind.  
**MANAGER:** Dal Schuder

In connection with our recent showing of Warner's "The Hanging Tree" we held a contest in conjunction with Radio Station WIBC, Harlin Brothers Recording Studios, and the Chez Marie Teen Age Night Club, to find the best teen-ager's rendition of the song, "The Hanging Tree." Any boy or girl in the teen-age group who was a resident of the State of Indiana and who had not attained professional standing was eligible to compete.

Complete details of the contest were announced over the radio station. Contestants were required to appear at one of two scheduled auditions at which time they rendered their version of the song and to furnish their own accompaniment for the rendition. The auditions were held on two different nights at the 'teen age night club at which four contestants, two each night, were selected by the judges to appear in the semi-finals before an audience at the night club for selection of two winners by the judges with the cooperation of the audience. These two then made a tape recording at the recording studios and final decision and winner was announced following the play back.

The winner appeared on the radio station, at which time a recording was made for entry in Warner Brothers national contest. In addition the winner received \$25 cash; while the second prize was a portable radio; third, a library of 10 L. P. Columbia Records; and fourth, \$5 worth of merchandise at any record dealer. All contestants received passes for two to see the film at the Circle.

The contest had plenty of help from the radio station; but interest was not what was expected. We believe this was due to the fact that we played the picture so early; and that the teen-age amateur crooners were unfamiliar with the tune.

## H | LOBBY DISPLAYS

### NUMBER 19

#### Sea Scouts Lobby Exhibit

**THEATRE:** Forest,  
**ADDRESS:** Forest Park, Ill.  
**MANAGER:** Hugh S. Borland

As a good will gesture we made arrangements recently with the Sea Scout Ship Wasp, 100 of Forest Park, for an exhibit in our lobby in commemoration of the 49th anniversary of the Boy Scouts of America.

We made three suggestions to the Sea Scouts: first to hold an essay contest on "Why I Want To Join Ship 100," which was open to boys from 14 to 16 years of age; second, to have a booth in the lobby to recruit new members; and, third, to have two scouts on duty every evening during the exhibit.

The idea of the contest and recruiting booth worked out very nicely and many new members were signed up. The public took a great interest in the exhibit, and the Scouts on duty answered many questions that were asked by the public.

We obtained several very nice write ups on the exhibit in the Forest Park Review, which covers the entire town; and The Herald, which is distributed in all the suburban towns outside the area of the theatre.

I have always been of the belief that public relation programs of this nature are important in successful theatre operation; and I think they are even more important today.

**EXPLOITATION**—an encyclopedia of useable exploitation stunts—is published every other week as a section of Motion Picture Exhibitor.





Al Plough, manager, SW Stanton, Philadelphia, is shown recently with the six-foot skeleton used to plug Allied Artists' "The House On Haunted Hill." The skeleton-man visited all hotels and restaurants distributing throw-aways. Dave Kane, AA exploiteer, assisted in the promotion.

## COMPANY ASSISTS

COLUMBIA took off-the-amusement page ads in New York and Los Angeles newspapers to announce the showing of "Middle Of The Night" at the Cannes Film Festival as the official U.S. entry. The ads called attention to the forthcoming premiere engagements of the film in these two cities. Under the heading: "Tonight! Excitement in Cannes" the copy read: "Columbia Pictures is proud to announce that "Middle Of The Night" by Paddy Chayefsky is being shown tonight at the internationally famous Cannes Film Festival. This picture was chosen from among all those submitted as THE ONE official United States entry. Soon it will electrify the nation. Watch for it in its premiere engagement in this city soon."

UNITED ARTISTS and Scheduled Airlines have set a national cross-promotion boosting Bob Hope's "Alias Jesse James." A series of full page ads featuring femme star Rhonda Fleming appears in current issues of the American Armed Forces Features and the Army, Navy and Air Force Times. The ads give full credits to the film. Scheduled Airlines will distribute 2,000 posters cross-promoting the film to more than 75 military bases throughout the country and overseas. More than 630 major department stores and retail outlets are also participating in UA's-True Magazine-Father's Day promotion of the film. This links True Magazine's "Father of the Year," the Hope film, and a Father's Day merchandising campaign and includes heavy co-op magazine and newspaper advertising, window and counter displays and local level radio-TV promotions.

MGM has appointed Stone Associates to act as exclusive merchandising representatives for "Ben-Hur." This authorizes Stone to license the manufacturing of all commercial products—toys, books, wearing apparel, food, jewelry, and other items inspired by or based upon the production. Many of these are already underway. A nationally advertised premium promotion centered exclusively around a "Ben-Hur" toy chariot is being worked out now with one of the country's leading cereal companies. Also in the planning stage is a national contest to "name Ben-Hur's chariot" which will be promoted in all media by a leading food advertiser.

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Exploitation on the foreign front is always interesting. Shown is the Art Palacio, Sao Paulo, Brazil, with the front it erected for U-I's "Horror Of Dracula." Notice the ambulance parked in front of the theatre for faint victims.



# CLASSIFIED ADVERTISING

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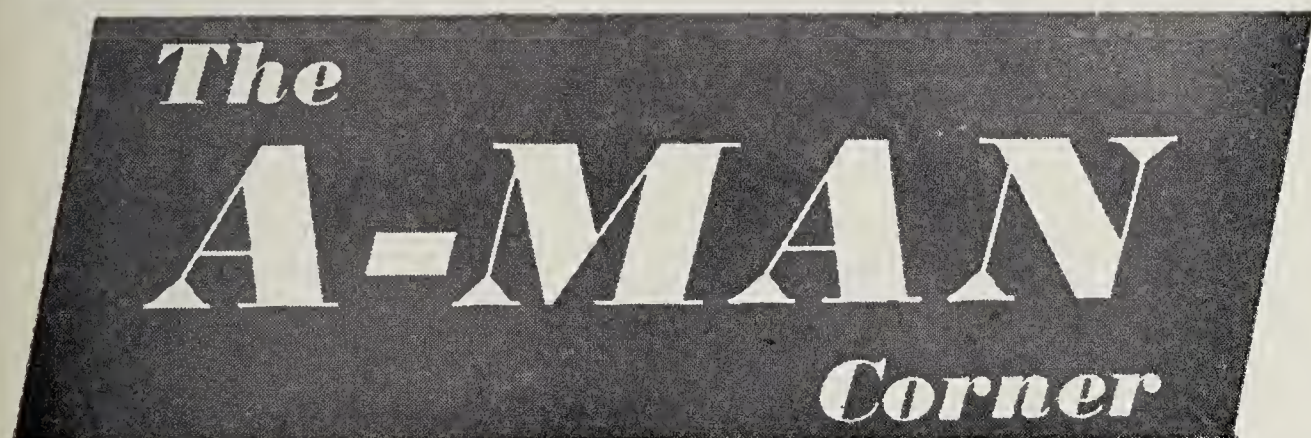
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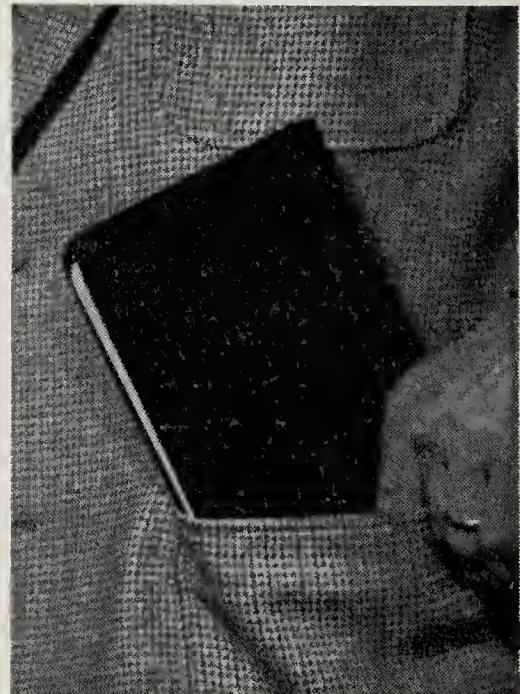
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MOTION PICTURE

# EXHIBITOR

MAY 27, 1959

Volume 62

Number 3

IN TWO SECTIONS • THIS IS SECTION ONE

*Plus...*  
**SHOWMEN'S  
TRADE REVIEW**

Founded in 1933 by  
CHARLES E. "Chick" LEWIS



## Fox Stockholders Okay Studio Sale

(See Page 9)

## AB-PT To Divest 100 More Theatres

(See Page 10)

Joseph Levine, president, Embassy Pictures, Boston, has introduced a new word to industry showmanship as the aggressive "Explodation" campaign on "Hercules," to be released by Warners, swings into high gear.

**editorial:** The Plight of the Small Town Showman . . . (See Page 3)





Hollywood sent its  
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film a hitherto untold  
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VOLUME 62 • NO. 3

MAY 27, 1959

## THE PLIGHT OF THE SMALL TOWN SHOWMAN

ALTHOUGH MUCH has been said, and more has been written, about the inexorable squeeze that has been placed on the small town and subsequent run theatres, from time to time there is still more evidence that many hundreds or even thousands of such theatres are hanging on the ragged edge of oblivion. Typical of such evidence is a current letter from the manager of the Neptune Theatre in Richland, Pa. (1950 census: 3000 population). We are quoting whole portions of it as an alert to the distribution executives who demand high "policy" terms from such minor last-run spots. It goes like this:

*"This theatre is operated on a non-profit basis by the local fire company as a service to our community, and for the past 20 years I have done the buying, booking and management. It is the only theatre I know that is still operating in such a small town, but we have gone through a lot to hold our heads above water.*

*"Pictures that do business are all priced too high, or require terms that prevent a profit; and the ones I can buy for \$12.50 aren't strong enough to pry customers out of their homes and away from their TV sets. I get a break from U.A. once in a while, but here are some examples of others: "SHAGGY DOG," two days at 50 per cent; "TONKA," one day at 40 per cent; "AUNTIE MAME," two days at 50 per cent. The Jerry Lewis pictures I can buy for \$17.50, but I must buy four or five other pictures that no one will come in to see in order to get one. This past Wednesday, Thursday, Friday, and Saturday we played "THE TEN COMMANDMENTS" at a film rental of 50 cents for adults and 20 cents for children,*

*so we needed to charge \$1.00 and 40 cents, respectively. We were forced to play it four days (when first offered it was 11 days), and the first day's gross was \$73, while the next day brought \$53.*

*"We used to get an occasional adjustment when we got hurt, but now company after company pays no attention to a straight-forward approach. And I don't take to begging. One Sunday night, not too long ago, after drawing checks to pay the current week's bills I found I had a balance of only \$45. I was so scared that I called a meeting, and we went to the bank and signed a note for \$200 in order to stay open. I seldom complain to anyone, but if I'm not allowed to make a buck on the good ones, and if I'm forced to price myself out of my customer's ability to pay or to hold pictures longer than there are people to see them, then I'm in trouble."*

There is more. But it won't add materially to the case he has made. We have checked around and we believe his facts have been stated correctly. Richland is small, but it still represents a minimum of \$12.50 per show, 156 shows per year, or \$1,950 per year in film rentals for a run that is "after the world." The few distributors who demand high percentages, extended playing time, and the other gimmicks of national "policy" selling, in small situations like this, are not being very realistic.

Their grab for those few extra bucks will drive even a non-profit theatre like this one out of business. And with it goes \$1,950 per year. Plus the movie-going facilities of a bunch of nice small-town folks in Richland, Pa.

## FATHERS AND SONS

PROMINENTLY DISPLAYED on the first news page of this issue is the picture of a father-son combination that is pursuing its livelihood and staking its financial future on this industry of ours. In the case of the Rosens, this is actually the third generation. And, as the years roll on, more and more such sons are following in their father's footsteps in some industry pursuit.

So, with this issue, MOTION PICTURE EXHIBITOR hopes to be starting a popular series of such father-son pictures. Some additional entries are on hand, and we have solicited

some others. In addition to this, we will accept submissions and will use them in the order of their arrival. The result should be the establishment of a Film Family Album with both actual and sentimental interest.

Today we recognize and congratulate Sam Rosen and Arthur, one of his three sons. In the weeks ahead we hope to recognize and to congratulate other fathers and other sons. Any industry must benefit from such a mutual love and mutual respect of a father for a son, and of a son for a father.

## TOO LONG! TOO LONG! TOO LONG!

WHILE EACH YEAR brings fewer and fewer feature pictures, those we do get seem to be running longer and longer. Talk to any reviewer, who must see four or five pictures a week, and he'll tell you that he's developing corns in some highly improbable places just from squirming around and trying to find comfortable positions through often repetitious and over-long sequences, and through speeches and conversation that add bulk but not entertainment. And ask any patron for comment on a specific picture, and too often you'll get the observation, "Well, it's awfully long."

We suppose a great deal of this new and not very interesting length can be charged to the new importance and independence of particular producers and directors. Top studio execu-

tives formerly had the last word, and could override any production executive on the lot, in their demands for tightness and interest. Some of these latter, like Harry Cohn at Columbia, became masters of the fine art of cutting and could remake a picture with nothing but a pair of scissors. But things have changed. Nowadays every picture is some producer or director's "baby," and he falls in love with his handiwork. Footage that may be excellent but that drags the pace and often results in audience restlessness, stays in when it should be cut.

In the brightness and enjoyment of the finished product, knowing what to cut out is just as important as knowing what to save. Many of the new independents don't seem to realize this fact. They'll make better pictures when they do.



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Screenplay by IVAN MOFFAT, ROBERT ROSSEN  
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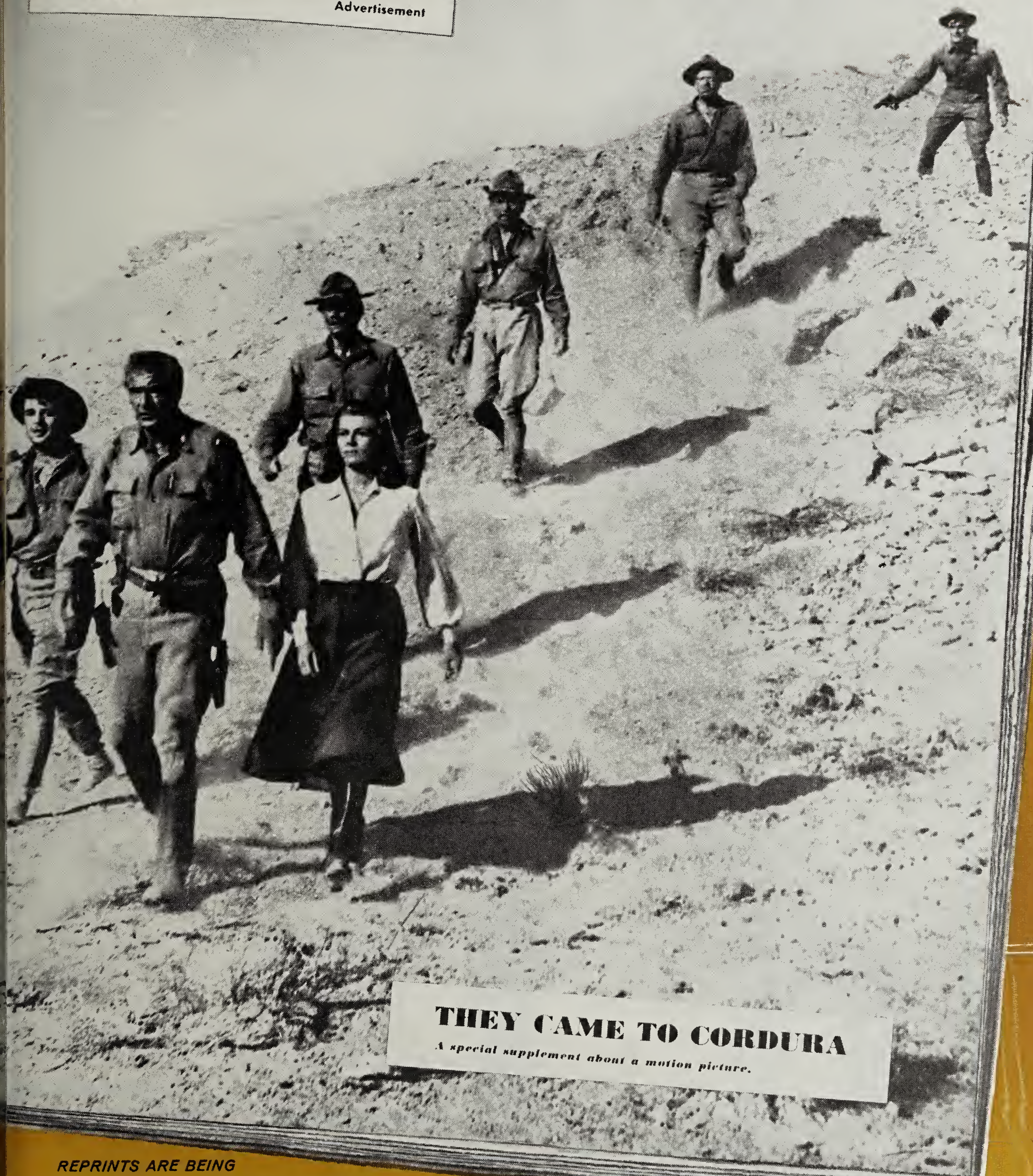


# The New York Times

MAY 24, 1959 • SECTION 10

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that  
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delightful things  
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FROM HIS SCREENPLAY BY

NUNNALLY JOHNSON



SOON..  
in June..  
from 20th



From LOS ANGELES, CAL.

From my own theatre experience it seems to me that we could use the recent Oscar telecast to better advantage, and on a larger scope that would benefit our entire industry.

In essence, this telecast is our annual trade show. All trade shows PRE-SELL next year's product, and even items that won't be marketed for 10 years or more. This progressive "forward look" stimulates sales today for all of them. It would do the same for us. With an audience of millions, all picture conscious, don't you think this would be constructive? Ever since the Oscars started, we have given deserved recognition to all concerned with picture making, and have named pictures that most of the public has already seen. Why?

I would like to suggest that we streamline our TV show and use the additional time to PRE-SELL our NEW product. Our theatres can follow up with trailers listing the new coming attractions. Done jointly we could make people more movie conscious than ever before, and perhaps we can win back some of the entertainment dollars that we lost to other media that now use the very showmanship methods we supposedly started.

New films, representative of the entire industry and not of any one individual or company, can be spotted between Oscar presentations. They could do a sampling of everybody's product, because the public likes people who work together for their interest. And there should be participation by noted critics, by authors, and even by theatremen.

Let's have the Oscar telecast an all-industry show that looks forward to new horizons in coming production accomplishments, and not only backwards.

Isn't this worth discussing? What do others think?

E. D. HARRIS, Publicity-Promotion  
Herbert Rosener Theatres

*EDITOR'S NOTE: Mr. Harris has articulated views that we have heard from many sources since the recent Oscar show. There is a lot of merit in these views.*

From VISALIA, CAL.

Can you tell me where I might obtain a copy of the two-part survey by staff-writer Robert Gruenberg of the Chicago Daily News, that was the basis for your April 21 editorial: "CENSORSHIP IN CHICAGO etc."?

R. L. HARVEY, Manager  
Motor In Theatre

*EDITOR'S NOTE: A self-addressed envelope accompanied by a request to Mr. Gruenberg might do it, if any supplies remain.*

From INDEPENDENCE, KANSAS.

Yes, we would not only be willing to submit to an audit but would WELCOME such a step if we could then operate "on-scale".

We have played, and are still playing "on-scale" with Fox, Columbia and United Artists. However the scale does not apply on all product. Some pictures are floored at 25%, others at 30%, 35% and 40%. And still others are not on scale at all, being straight 50% or 60%. In other words, you might say we have no scale arrangement at all.

Keeping the theatres open in a town this size (11,500) is quite a problem. Our Mainstreet Theatre has been sold and converted to other business. Our Beldorf Theatre is closed and we operate only the Booth Theatre during the winter months and both the Booth and Sunset Drive-In during the summer.

Again let me state that we would welcome an equitable "scale" and audit and want to assure all Distributors and Producers that we

would "bend over backward" to see that every penny due them would be paid willingly.

WM. H. WAGNER, Owner  
Booth, Beldorf, Mainstreet and  
Sunset Drive-In Theatres.

*EDITOR'S NOTE: Only two theatres where four were. High film prices may temporarily offset such losses, but they will eventually result in lower national grosses.*

From COLUMBUS, O.

I would like to answer the Motion Picture Research Council's Theatre Liaison Staff's findings as reported in your April 15 issue.

These findings seem to blame the projectionist for the drop or loss at the boxoffice, and mentions our letting pictures get out of focus. What are we going to do when the print is out of focus? Sure we slip up every now and then. We aren't perfect, and we can make mistakes just like anybody else, but why blame us when the fault lies at the lab or in the studios?

Not too long ago we played a double feature from the same distributor. One feature was clear and perfect, and the other one was so fuzzy that I defy anyone or any equipment to get it right. I suppose that was the projectionist's fault!

And just the other day we had a print in which certain scenes were out of focus on one side while in focus on the other. Work on the out of focus side and the other side went out. Can the MPRC answer that?

I agree with you that the public isn't getting what they are paying for, and paying high prices, too. But maybe if producers would pay full attention to making movies for theatres, and not be dividing their attention and abilities with TV, we all might be better off.

**The yellow SERVI-  
SECTION is a separate  
Section of this  
Issue.**

**In it you'll find about  
570 Features listed  
ALPHABETICALLY . . . as  
compared to 150 to 350  
in other trade papers.**

**SEE FOR YOURSELF!**

**look**

# Letters . . .

**UNSOLICITED •** The letters from readers which appear on this page are not solicited. MOTION PICTURE EXHIBITOR does not suggest questions to readers in order to provide a flow of letters.

The average projectionist is a hard-working guy doing the best he can with what is given to him. Don't be so quick to blame him for everyone else's mistakes!

ORLAND MACKEY  
Projectionist

*EDITOR'S NOTE: Mr. Mackey makes a good point. It is certainly possible for bad prints to produce unfixable problems.*

From NEW YORK, N.Y.

Regarding your editorial "DO NEWSPAPER LISTINGS TEASE . . . OR SELL?" (issue of May 13), it is my opinion that people decide today what they will see today. When tomorrow's show is accented, with today's show in a minor reference, it is the same as telling the people that the current show is not so hot, but tomorrow's attractions are better, so they should stay home until tomorrow. Let's sell today's show today, when the patron can buy a ticket, and sell tomorrow's show via trailers, lobby displays, and other gimmicks.

ROBERT SOLOMON, Manager  
Loew's Victoria Theatre

*EDITOR'S NOTE: Sort of like having a restaurant say: "Tomorrow we got pot roast! So starve today!" instead of: "This calve's liver is delicious! I'll come back tomorrow because I'll bet that pot roast will be good too!"*

From NORTHWOOD, IA.

In response to your editorial question about whether theatremen would submit to an audit in order to buy "on scale," my answer is an unqualified "yes." I believe most small theatres would.

CHARLIE JONES  
Northwood Theatre

*EDITOR'S NOTE: After the first 2,500 to 3,000 big high-admissioned first-runs, there are many thousands of smaller subsequent-run and small-town theatres that could stay economically alive if Sliding Scale, or some other method, can just protect them from huge losses on the bad grossing pictures.*

From CASPIAN, MICH.

I would like to suggest that each yearly index to the pink REVIEWS, when published at the end of August, should be printed on heavy cardboard. Punched as usual, and without reviews or other data printed on the reverse side, it would then serve as both a divider between seasons and as an index. In my case, I have been filing each yearly index in a cellophane folder in the back of each season's reviews, so I can quickly find the page number of an old picture. But in doing this I lose a page of valuable reviews on the other side.

MANAGER  
State Theatre

*EDITORS NOTE: A GOOD idea. Sorry we didn't think of it. Watch for it next August.*



# NEWS CAPSULES

## "Maja" Art Ban Appealed

NEW YORK — In a brief filed this week with the Post Office Department's Judicial Officer, United Artists has asked for a reversal of the Post Office decision declaring unmailable some 2,000 post cards bearing a photographic reproduction of Goya's famous painting, "The Naked Maja." The post cards are being used in connection with the advertising campaign of "The Naked Maja."

The new brief argues that in finding the post-cards unmailable, the Post Office decision is tantamount to considering the Goya masterpiece obscene. Since obscenity is the single court-supported ground on which materials can be banned from the mails, the United Artists brief argues that the postcards do not arouse "the prurient interest of the average man," the legal definition of obscenity.

The brief denies that the inclusion of advertising matter to the postcards in any way removes the Constitutional guarantees involved.

If an adverse decision is rendered, United Artists attorneys have expressed their determination to go into the Federal Courts for relief.



## BROADWAY GROSSES

### Population Hits The Road

NEW YORK—Fair weather started the public riding the countryside and adversely affected business in the Boardway first-runs last week-end.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the break-down was as follows:

"WARLOCK" (20th-Fox). Paramount (\$39,435)\*—The fourth and last week hit \$20,000.

"ASK ANY GIRL" (MGM). Radio City Music Hall (\$147,610)—Thursday through Sunday accounted for \$98,000, with the first week heading toward \$150,000. Stage show.

"IMITATION OF LIFE" (U-I). Roxy (\$55,405)—Friday through Sunday claimed at \$25,000 with the sixth and last week expected to hit \$35,000. Stage show.

"THE WORLD, THE FLESH, AND THE DEVIL" (MGM). Capitol (\$33,350)—Opening session reached \$26,000.

"AL CAPONE" (Allied Artists). Victoria (22,900)—Ninth week reported as \$16,000.

"ALIAS JESSE JAMES" (UA). Astor (\$25,630)—Second session sure of \$24,000.

"GIDEON OF SCOTLAND YARD" (Col.). Odeon expected the first week to tally \$9,500.

"THE YOUNG PHILADELPHIANS" (WB). Criterion stated that the opening week would reach \$25,000.

"SOME LIKE IT HOT" (UA). Loew's State announced that the eighth week was \$35,365 with the Sunday of the ninth week going to \$6,867.

"DIARY OF ANNE FRANK" (20th-Fox). RKO Palace reported fair returns on reserved seat engagement.

\*Figures in parentheses reveal 1958 averages as compiled by MOTION PICTURE EXHIBITOR.

A Quick Summary of All Important Industry News Condensed for the Busy Executive.

**FORMS FOR THIS PAGE CLOSED AT 2 P.M. ON MON., MAY 25**

## 60 Nations Invited To S.F. Film Festival

By MARK GIBSON

SAN FRANCISCO — More than 60 motion picture producing nations are receiving invitations this week from Mayor George Christopher to submit entries in the third annual San Francisco International Film Festival Nov. 11-24 at the Metro Theatre. Four Iron Curtain countries — Russia, Hungary, Czechoslovakia, and Rumania — are among those invited.

Festival director Irving M. Levin points out the 1959 Festival has added three new categories to include Golden Gate Awards for best supporting actor and actress, as well as major recognition for best screen slay. Also augmenting the accolades for short films, the Festival now acknowledges the best work in animation, art, creative-experimental, documentary, fiction, and industrial.

"Last year's attendance doubled the 1957 Festival figures," Levin said. "We expect this third Festival to increase in scope with more films, more stars, and more glamor."

Revised regulations now permit acceptance of feature films from any country of North America providing it has been shown only in its own country. Thus the door has been opened for the first time for Hollywood entries.

## FATHER AND SON

With this issue, MOTION PICTURE EXHIBITOR hopes to start a series of FATHER AND SON photos marking the development of the many "family" businesses that now make up the motion picture industry. Just as Sam Rosen is proud and happy with the progress and aptitude shown by his son, we are sure there are many other fathers who are equally proud to delegate more and more of their business responsibilities to the younger men, the executives of the future. MOTION PICTURE EXHIBITOR welcomes additional submissions. They will be run one each week as available.



SAM ROSEN, Stanley Warner executive vice-president and Fabian Theatres executive, and son ARTHUR ROSEN, assistant to Nat Lapkin, first vice-president, Cinerama Productions.

## Para. Net Steady

NEW YORK — Paramount Pictures Corporation reports estimated consolidated net earnings from operations for the first quarter 1959 of \$1,318,000, representing \$.76 per share. These earnings compare in the first quarter of 1958 with \$1,405,000 or \$.75 per share, on more shares than outstanding.

The total consolidated income for the first quarter of 1959 is estimated at \$3,645,000 or \$2.11 per share after including special income of \$2,327,000. For the first quarter of 1958 the total consolidated income was \$8,352,000 or \$4.43 per share, including special income of \$6,947,000.

Jacob H. Karp, recently named administrative head of the company's Hollywood studio, has been elected a vice-president.



## FILM FAMILY ALBUM

### Sick Call

Gertude Raden, United Artists' home office advertising executive, is recuperating from surgery in Doctor's Hospital, New York City.

M. B. Horwitz, head of the Washington Circuit, Cleveland, operated on for removal of a cataract, is expected to leave Cleveland Clinic soon.

### Obituaries

Colonel Harry A. Cole, 77, retired motion picture executive, died in Dallas last week after a long illness. He came to Dallas from Atlanta in 1900 and has also lived in Marshall, Ranger, and Bonham, Tex. He entered the theatre business with his brother during the early oil boom days in Ranger, and since 1920 owned and operated theatres in Marshall, Greenville, and Bonham, Tex. He organized the Motion Picture Theatre Owners Association of Texas, which later branched out to become National Allied States Association of Motion Picture Theatre Owners. He served as regional and national president and board chairman of the Association until his retirement in 1957. With R. J. O'Donnell, of Interstate Theatres, he organized and served as co-chairman of the board of directors of Texas Council of Motion Picture Organizations (COMPO). He was a member of the Variety Club and Press Club of Dallas.

Abe Sablosky, 81, Philadelphia area pioneer in exhibition, died last week after a lingering illness. He had been retired for over a year. Associated with the old Stanley Company of America, he later concentrated on houses in Norristown, Pa., and the Philadelphia Arcadia. He is survived by his wife, Florence, four brothers, Lew, Dave, Ben and Nathan; three children, Mrs. Leon H. Greenhouse, Mrs. Fred G. Lebron, and Morton J. Sablosky; and six grandchildren.

Leo F. Wolcott, 62, of Eldora, Ia., chairman of the board of Allied Independent Theatre Owners of Iowa—Nebraska, died May 19. A former president of the local organization, he was also active in the affairs of the Allied States Association of Motion Picture Exhibitors, serving for many years on its board of directors. He was the owner of the Grand, Eldora, which in recent years has been operated by his son, Harrison. Besides his son, he is survived by his wife and a daughter.



# Fox Stockholders Okay Studio Sale

## Skouras Reports Decrease In First Quarter Earnings, But Expects New Film To Boost Remainder Of Year

NEW YORK — Stockholders of 20th-Fox at its annual meeting last week consented to the sale of studio property, Los Angeles, comprising 260 acres, to 91091 Corporation, sponsored by Webb and Knapp, Inc. The transaction involves consideration totaling in excess of \$56 million and provides for a leaseback of approximately 75 acres on which principal production facilities are located. Oil and mineral rights are not included in the transaction.

Stockholders also approved a modification to the stock option plan for certain executives of the corporation.

Elected by the stockholders to serve until 1960 were the following members of the board: Colby M. Chester, Robert L. Clarkson, Daniel O. Hastings, Robert Lehman, W. C. Michel, Kevin C. McCann, Thomas A. Pappas, B. Earl Puckett, Spyros P. Skouras, and Gen. James A. Van Fleet.

At a meeting of the board following the stockholders' meeting, the following officers were reelected: Skouras, president; Michel, executive vice president; Murray Silverstone, vice-president; Joseph H. Moskowitz, vice-president in charge of advertising, publicity and exploitation; Donald A. Henderson, treasurer and secretary; C. Elwood McCartney, comptroller and assistant treasurer; J. B. Codd, assistant treasurer; Francis T. Kelly, assistant treasurer; Frank H. Ferguson, assistant secretary; J. Harold Lang, assistant secretary; Norman B. Steinberg, assistant secretary; William Werner, assistant secretary; and Morris L. Breggin, assistant comptroller.

A quarterly cash dividend of 40 cents per share on the outstanding common stock has been declared payable June 27, to stockholders of record at the close of business on June 12.

Twentieth-Fox reported consolidated earnings of \$929,976 for the first quarter ended March 28, 1959. This amounted to 41 cents per share on the 2,293,186 shares of common stock in the hands of the public, as compared with earnings for the first quarter of 1958 of \$2,147,711 or 84 cents per share on 2,564,686 shares.

The earnings for the fourth quarter ended Dec. 27, 1958 amounted to \$991,366, equal to 43 cents per share.

Skouras stated, "With the product we have in sight, we are counting on a marked improvement as the year progresses."

Proceedings at the meeting were recorded on tape by the United States Information Agency of the State Department for worldwide English language broadcast by the Voice of America. The meeting was selected as an example of peoples' capitalism and corporate democracy in action in the United States of America by the governmental agency upon the recommendation of United Shareholders of America, Inc.

## NT Names Controller

LOS ANGELES — Robert E. Jones has been appointed to the newly created post of controller of National Theatres Amusement Co., Inc., and affiliated companies.

## San Francisco Opposes State Control of Toll-TV

SAN FRANCISCO—The City Legislative Committee last fortnight voted to oppose two state Assembly bills giving the State Public Utilities Commission control of pay television, thus giving strong support to the Northern California Theatre Association, whose exhibitor members are against the two measures.

The bills would require state permit for pay TV operations and would prohibit use by TV firms of programs that are shown elsewhere in the state free.

The City Legislative Committee opposed both measures, however, solely on grounds that they might prevent the city from levying use and franchise fees on pay TV.

## All-Out War In S.C. On Ancient Blue Laws

SPARTANSBURG, S. C. — Spartansburg County voters may decide the fate of blue laws in South Carolina when they go to the polls July 14.

Authorities point out that the law must apply to all of South Carolina's 46 counties or to none. A 1957 measure governing small loan companies was declared unconstitutional because several counties were exempted from its provisions. While the referendum would not alter the state law, the Spartansburg Legislative Delegation will move for enactment of an Assembly bill to end blue laws for the county, should the voters indicate their preference in that direction. If that should happen, another county could contest the entire law as being unconstitutional.

Meanwhile, Claude Rumley, operator, Fox Drive-In, arrested several times and charged with violating the State's ancient laws when he tried to operate his theatre on two successive Sundays, swore out a warrant against the owner of WTHE Radio Station here charging him with violation of the same laws.

John L. Peterson, the owner, however, contends that the law in question does not apply to radio stations, and has been advised by counsel to continue Sunday operations as usual.

## Tomlinson Sued On Stock Sale

NEW YORK—Joseph Tomlinson, former board member, Loew's, Inc., last week was named defendant in an accounting action filed in Federal Court here on the sale of his Loew's common stock.

Bernard Port, Loew's stockholder, alleging Tomlinson's sale of 42,300 shares while he was a company director was not exempt under the SEC Act of 1934, sought recovery for Loew's of \$60,000 which he asserted Tomlinson made on the transactions.

## AA Sets Dividend

HOLLYWOOD — Announcement has been made by Steve Broidy, president of Allied Artists, that at a meeting of the executive committee of the board of directors at the Hollywood home office, payment of the June 15 quarterly dividend of 13¾ cents per share on the company's 5½ per cent Preferred Stock was authorized. Payment will be made to stockholders of record, June 3.

## New Toll-TV Group Proposed By Myers

WASHINGTON—The fight to save the airways from toll TV has been lost for the time being, according to a statement by Abram F. Myers, general counsel and board chairman of National Allied, in an organization bulletin issued recently.

Myers doubted the value of a letter writing campaign in support of the toll TV bills introduced by Rep. Oren Harris, as proposed by Philip F. Harling, co-chairman and treasurer of the Joint Committee on Toll TV. Myers also proposed the creation of a new Joint Committee on Toll TV.

It may be wiser to start a campaign when the test areas for toll TV are chosen, he said, and that exhibitors may want to consider whether a letter-writing campaign could now be of any benefit to them and that perhaps a new committee working as a team could function effectively.

Myers added that letter-writing should be considered from the regional levels, that with so many campaigns already underway it would not be advisable for the National group to dissipate the influence of those now in process by adding another to its list.

Campaigns now under way include the white paper and wages and hours law.

He said that despite recent publicity that the Harris Bill and issuance of the Third Report represent victories for the exhibitors, the fight to save the free airways from exploitation by private toll TV has been lost for the time being.

The FCC Third Report sets forth regulations governing technical tests of toll TV. Myers argued that if these tests are successful then legislation for the regulation of permanent toll TV will be in order. He said that the Harris Bill is not meant to bar all forms of toll TV from the airways or by cable, as Harling suggested, and that the bill is only a temporary bar until the tests are carried out. Myers added that the only thing that can be claimed for the bill is that it prohibits pay television by wire until after tests are made.

## Antitrust Suits Settled

CHICAGO—Several antitrust suits against film distributors in the Pittsburgh area were settled here last week.

Basle Theatres, Inc., suit on behalf of the Mt. Lebanon Drive-In was tried late in 1957. The defendant distributors were in the process of appealing a judgment against them when settlement was announced.

Also settled were cases brought by Theodore Grance, on behalf of Penn-Lincoln Drive-In, Pittsburgh; by Dr. Lewis Urling on behalf of the Tusca Drive-In, Beaver, Pa.; and two cases instituted by Laskey Brothers Amusement involving theatres in Fayette County, Pa., and Starlite Drive-In, Fairmont, W. Va.

In no instance was the amount of money payments made to the plaintiffs who dismissed their cases revealed.

## N. Y. Tent Plans Dinner

NEW YORK—New York Variety Club, Tent 35, will celebrate the winning of the International Heart Award with a dinner in the Hotel Edison on June 23. Tent 35 won the award at Las Vegas.



# 70mm. Looms Large In AB-PT Future; Circuit Plans To Divest 100 Houses

NEW YORK — Joseph A. Martino and Alger B. Chapman were elected new directors of American Broadcasting-Paramount Theatres, Inc., at the company's seventh annual stockholders' meeting last week, it was announced by Leonard H. Goldenson, president of AB-PT.

Martino is president of National Lead Company and Chapman is chairman of the board and chief executive officer of Beech-Nut Life Savers, Inc. Other directors were re-elected.

As a result of the excellent progress shown by the ABC Television Network during the current season and with program sales ahead of last year, the 1959-60 television season is expected to be a better one for the company, Goldenson reported.

First quarter net operating earnings rose 25 per cent over the like period in 1958—\$2,313,000, or 54 cents per share, compared with \$1,854,000, or 43 cents per share in the prior year. Since the broadcasting and theatre business are seasonal, first quarter results cannot be automatically carried forward into the second quarter. No significant change is expected in the second quarter results ending in June, compared with the previous year, Goldenson stated.

Regarding theatres, Goldenson said the company intends to install 70 millimeter equipment in a select number of key theatres throughout the country in keeping with the latest trends in picture production.

AB-PT's record company, Am-Par Records, showed excellent improvement this past year over 1957, he said.

Weeki-Wachee Spring, a 600-acre scenic attraction center located north of St. Petersburg, Florida, was purchased as part of AB-PT's diversification program within the entertainment field. Weeki-Wachee is operated by the Company's theatre subsidiary in Florida. AB-PT also has a 35 per cent stock interest in Disneyland Park.

The meeting saw 85 per cent of the common stock represented.

In answer to a stockholder's query, Goldenson reported that AB-PT owns and operates directly or through affiliation some 505 theatres, and he expected that 100 of these would be divested from the operation over the next several years, after which the remainder would operate on a sound and profitable basis. Exploratory meetings have been held with bowling equipment manufacturers relative to turning the unprofitable theatres into bowling alleys, a few already having been so converted.

"As to our theatre business," Goldenson stated, "first quarter results were not up to the previous year, primarily due to the large New Year's week business which was included in the 53 week 1958 fiscal year. Business currently is running somewhat ahead of last year."

"As I have stated in the past, the basic determinant of the level of theatre business remains the supply of quality motion pictures. Pictures with box-office appeal gross as much, if not more, than pictures in any previous period in the history of the motion picture industry, despite the greater number of leisure time activities available to the public today than was the case in prior years. While changes continue to be made in the industry, its basic strength as a vital segment of the entertainment industry is attested by



Maurice Chevalier, star, MGM's "Gigi," recently joined in the celebration of the first anniversary of the Academy Award winning film in New York City at a party at the home office. The film grossed over \$1,070,000 at the boxoffice in its record breaking runs at the Royale and Sutton theatres. Helping blow out the candles are, left to right, Ben Melniker, Loew's vice-president and general counsel; Arnold Maxin, president, MGM Records; Chevalier; Robert O'Brien, Loew's vice-president and treasurer; and Morton Spring, president, Loew's International Corporation.

## NT Announces New Projection Equipment

LOS ANGELES—Announcement of a new type of multiple projection equipment, that reportedly can be installed and operated at about one fourth the cost of previous three-panel Cinemiracle projectors, was made recently by National Theatres' vice-president M. Spencer Leve.

Described as a boon to the exhibitor, through the possible 75 percent saving in installation and operational cost, this Cinemiracle innovation will expand the showing of NT's "Windjammer" into smaller situations that have not previously been practical for three-panel projection systems. The equipment is highly portable, and occupies only a fraction of the booth space usually required for triple-projection.

One of the great advantages of the new equipment, which was perfected in Europe, is a constant source of light, the details of which Leve declined to discuss at this time. An industry demonstration of the system will be held in the near future, he declared.

## "Phenix" Suit Filed

ATLANTA—Samuel B. Patterson, brother of Gov. John Patterson, of Alabama, has filed a suit for \$200,000 against the Martin Theatres of Georgia and Allied Artists Southern Distributing Corp. The suit seeks to recover Patterson's share of 10 per cent of the gross of the picture, "The Phenix City Story," an account of the slaying of Albert Patterson, former attorney general of Alabama and father of Samuel and John.

the still sizable business that it commands. In 1958, approximately one billion two hundred million dollars was spent for theatre admissions."

Questioned about AB-PT distributing motion pictures to its own TV stations, Goldenson replied they like to build their own programs instead of depending on material designed for other media, i.e. theatres.

## UA Growth Outlined In '58 Annual Report

NEW YORK—United Artists chairman of the board Robert S. Benjamin and president Arthur B. Krim declared in the annual report to the stockholders for 1958 that the year "marked another period of growth and expansion" for the company. "Gross revenues and net profits continued to improve for the eighth consecutive year, establishing new company records," they report.

The annual report is keyed to the company's 40th anniversary, being celebrated throughout the world.

Benjamin and Krim preface the report with a letter to the stockholders underscoring the company's progress in all its phases of operation—motion pictures, television and music.

Gross income for 1958 was \$84,072,467, up 20 per cent from the \$70,008,242 attained in 1957. Net earnings increased by 13½ per cent from \$3,262,466 in 1957 to \$3,701,963 in the year ended Jan. 3, 1959. Earnings per share on common stock were \$2.71 on 1,367,485 shares outstanding as against \$2.39 in 1957, computed on the basis of the number of shares outstanding at the end of 1958. In September, the quarterly dividend on common stock was raised by five cents per share, raising the total annual fiscal dividend rate from \$1.40 to \$1.60.

The company's activities in the television field were expanded importantly during the past year. A new company, United Artists Associated, acquired valuable motion picture properties for world-wide television and theatrical exploitation. These include Warner Brothers pre-1950 film library of features and short subjects. Additionally, United Artists Television, Inc., is now producing special half-hour films for television; the first series has already been sold to a national sponsor.

United Artists Records, Inc., United Artists Music Inc., and Unart Music Corp. also made important strides during 1958 toward developing enthusiastic markets for the UA labels.

## FWC Managers Meet

LOS ANGELES — New ideas and business plans for the summer season — starting with two weeks in June dedicated to M. Spencer Leve, National Theatres vice-president of theatre operations — were outlined last week before a meeting of 100 Southern California theatre managers and district managers of Fox West Coast Theatres.

William H. Thedford, Pacific Coast division manager, who presided at the meeting, sounded an optimistic note and urged continued activity in the field.

Leve said that while fewer pictures were being produced, the new films were "better boxoffice" in answer to a public that has grown weary of quickie-type films.

Bill Sorenson, manager, West Coast, Long Beach, was honored as the showman of the second quarter.

## Mich. Drive-In Vetoed

LIVONIA, MICH. — Mayor William W. Brashear last week vetoed the resolution of the Common Council permitting Raymond Schreiber to build a drive-in. The Mayor claims his action is founded on protests by residents and organizations that the land in question is highly valuable for industrial purposes and that all conditions required were not met by Schreiber.

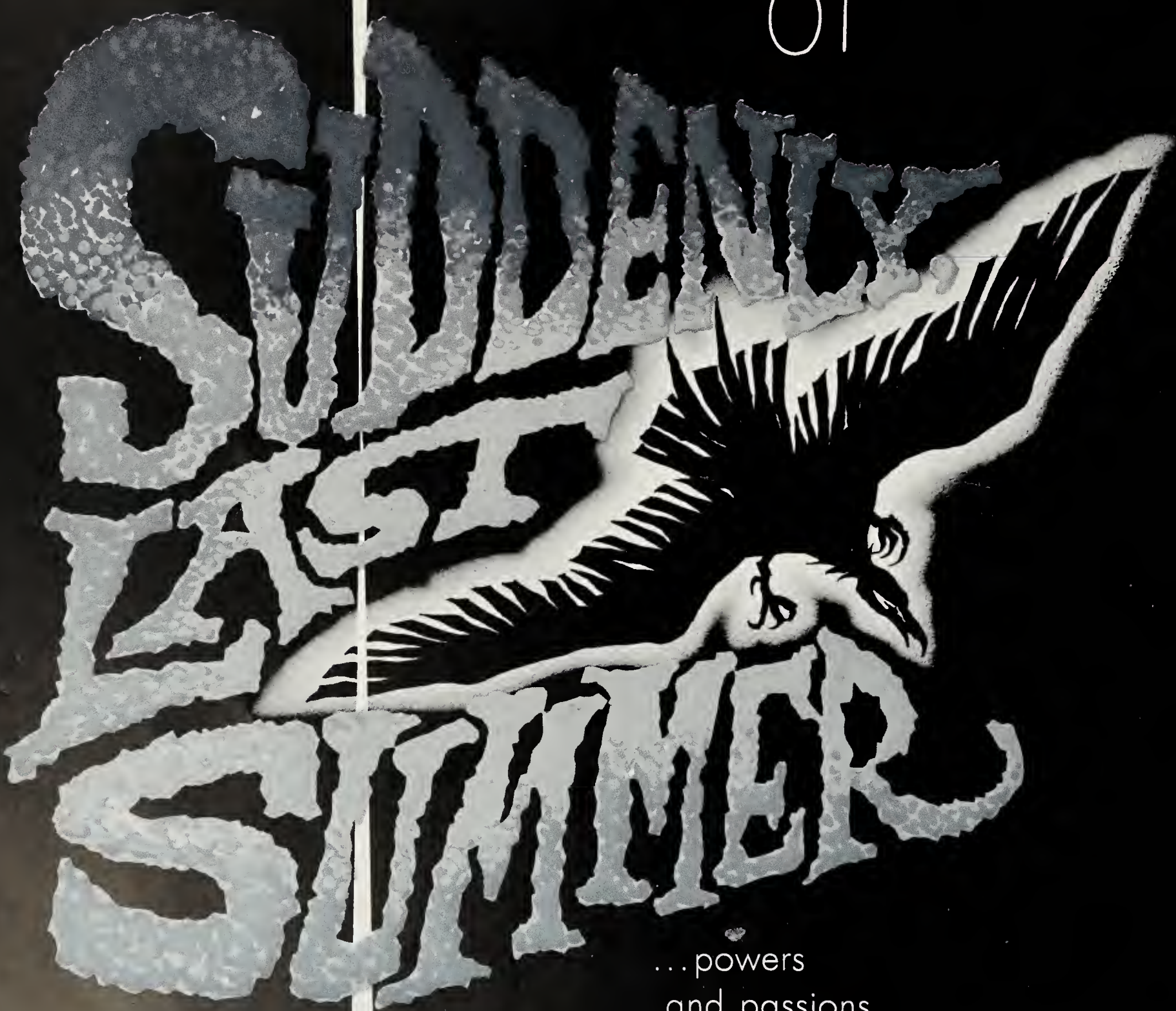
Schreiber has been trying for six years to obtain authorization to build the drive-in with residents voting in referendum against the project in 1953.



THIS WEEK  
ELIZABETH TAYLOR  
MONTGOMERY CLIFT  
KATHERINE HEPBURN  
TENNESSEE WILLIAMS  
JOSEPH L. MANKIEWICZ  
AND SAM SPIEGEL.



...start  
the  
bold  
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of



...powers  
and passions  
without precedent  
in  
motion pictures

To be released by Columbia

Printed in U. S. A.

design by K/S/T



## Flick Lauds Legion As Force For Good

ALBANY—A debt of gratitude is owed the Catholic Legion of Decency for its "significant contribution in elevating the moral tone of motion pictures during 25 years of operation." The man expressing this view was Dr. Hugh M. Flick, director, State Education Department's Motion Picture Division from 1949 to 1955, and present executive assistant to Dr. James E. Allen, Jr., State Commissioner of Education. Flick is a Protestant.

Commenting that he has not always agreed with every judgment and every action taken by the Legion of Decency, Dr. Flick said the organization's all-over achievement "is nevertheless impressive and deserving of commendation."

"The Legion," he continued, "has been a powerful force for good in the motion picture field, and a potent influence on Hollywood producers."

Indicating the belief the verbal slings had caused little harm to the Legion of Decency and little concern to its leaders, Flick observed, "Compromise is not to be expected from a religious organization working in the moral realm, and certainly not from one with a long established orthodoxy like the Catholic Church."

Dr. Flick's chief reservation about the Legion concerned the use of a "banned" technique as to certain theatres playing a "condemned" picture, although he did not question the "right of spiritual leaders, like a Bishop, to direct it for members of his flock." His main doubt was whether the Legion of Decency had sufficiently developed, or was fully utilizing, "flexibility in articulating its position."

## UA Drive In Third Lap

NEW YORK — Byron Adams, UA branch manager in Jacksonville; Jack Finberg, UA branch manager in Cincinnati; and Isadore J. Davis, UA branch manager in St. John, lead their respective divisions in the 13th week of United Artists "Roaring Fortieth Anniversary Sales Drive," it was announced last week by co-captains James R. Velde, general sales manager, and Roger H. Lewis, national director of advertising, publicity, and exploitation.

James Hendel, central district manager, leads the district standings, and Sidney Cooper, central and southern division manager, is leading the division standings.

In the fourth week of the third lap of the sales drive, the following branch managers are leading in their various groups: Harry Segal, Boston; John Zomnir, Pittsburgh; and Harry Woolfe, Vancouver.

## Indiana Tests Blue Laws

GARY, IND.—Although the Sunday exhibition of motion pictures is not immediately involved, it will naturally be affected by the test of the State Blue Laws being made by 75 merchants in nearby Highland, three of whom were arrested when, in defiance of an order by the office of the Lake County Prosecuting Attorney, they kept their stores open on Sunday.

The case on the ancient statutes headed for the State Supreme Court when the merchants sought at a hearing before Judge Baran an injunction which would have restrained the prosecuting attorney from interfering with their Sunday operations. The court ruled against them.

# Kerasotes Sees Better Days Ahead If Exhibitor Unity Is Maintained

## Georgia, Alabama Groups Elect At Joint Session

ATLANTA—J. H. Thompson was re-elected president of the Motion Picture Theatre Owners and Operators of Georgia at a meeting of the board of the exhibitor group last week. All other officers were also continued in office. They are O. C. Lam, executive vice-president; Ray Edmondson, J. S. Tankersley, G. Storey, Harold Spears and Warren Newman, vice-presidents; E. D. Martin, treasurer; John Thompson, secretary, Willis J. Davis, secretary to the board and executive committee; and R. E. Martin, Jr., TOA representative.

At an election held by the board of the Alabama Theatres Association following their joint session with the MPTOO of Georgia, James Gaylard was elevated from a vice-presidency to the presidency. Two new vice-presidents named were W. W. Hammonds and Harry Curl. J. A. Jackson and Rufus Davis were re-elected vice-presidents. Dan Davis was elected secretary-treasurer, and Richard Kennedy, outgoing president, was designated as representative of the Alabama unit on the board of the TOA.

## Technicolor Reports Net Loss Of \$44,630

NEW YORK—A consolidated net loss of \$44,630 for the first 16 weeks of 1959 has been announced by Technicolor, Inc. The amount comes to about two cents a share on 2,029,904 shares outstanding for the period ending Apr. 18. In the identical period last year, the company reported earnings of four cents a share, or \$78,971.

John R. Clark, Jr., executive vice-president, declared that the company expects that consolidated net earnings for 1959 will be about the same as in 1958, 28 cents a share.

It was also reported that Technicolor, Ltd., had earnings, before taxes and after certain write-offs, of 8,700 Pounds for the first 16 weeks of this year. Technicolor Italiana, Clark continued, in the first three months of 1959, showed losses of about 45,000 Pounds after depreciation and amortization.

Clark said that Technicolor expects to have the same footage sales this year as in 1958, although Hollywood's total feature production continues to decline. He estimated that as few as 160 pictures will be made this year, a 20 percent decline from 1958.

A vigorous campaign in the field of non-theatrical pictures and plans for expansion in the consumer products division and possible future product diversification is planned by the company, Clark said.

There will probably be no dividend declared in view of decreased earnings and expansion costs, Clark stated.

## Charity Drive Rolls On

LOS ANGELES—With pledges to the United Jewish Welfare Fund totaling \$428,447 received already from members of the amusement industry, the drive in that branch was reported by division chairman David A. Lipson as having passed the half-way point in its goal.

ATLANTA — George G. Kerasotes, president, Theatre Owners of America, in his address to the joint convention of the Alabama Theatres Association and the Motion Picture Theatre Owners and Operators of Georgia, outlined the accomplishments of the TOA during the past year and stated "I am optimistic. I am firmly convinced that we have been through the worst, and that better days are ahead in the foreseeable future."

"I base my optimism on the fact that our business is now united through the American Congress of Exhibitors, and I feel that with this unity among exhibitors, we will be able to work out our own salvation," he continued, adding, "But our salvation rests in our own hands. We exhibitors are the only persons who can, must, and will help themselves."

The TOA head claimed that exhibitors' major problems were:

1. We must preserve the small theatre. Despite what some self-appointed spokesmen say, this industry cannot survive and prosper with only 4,000 or 5,000 big city and big grossing houses. The small theatre in the small town is essential in preserving the movie habit. And there are more small theatres, and more population in the rural areas, than there are big theatres and people in big cities.

2. We must have more product. We must have more pictures at reasonable terms, not only so that we can pick and choose well-balanced programs, and have the time to properly pre-sell them, but so that when we do pay them, enough money is left over after paying film bills to properly operate and maintain our theatres.

3. We must keep the big post-48 pictures in theatrical re-release. This will not only help our product situation, but soften the blow when some of the post-48 product gets to television. In this, production and distribution has as big a stake as we have in our theatres.

4. We must continue to press to solidify our gains in blacking out toll-TV in all its forms. Unleashed toll-TV, by cable or by air, would be another source of competition to theatres for product.

## New Disney-Rank Deal

NEW YORK — Walt Disney Productions announced the signing of a contract with the Rank Organization calling for the distribution of a further group of Disney films by J. Arthur Rank Overseas Film Distributors.

Territories concerned include all Latin American and Far Eastern countries in which Rank has its own companies and branch offices.

The new contract extends these arrangements so that for the first time the Rank Overseas company will release the Disney films in Germany and Austria, and also in Italy, where one half of Disney's current productions will be distributed by Rank.

## UA Circuit Ups Bollengier

NEW YORK—A. E. Bollengier has been elected vice-president in charge of finance of the United Artists Theatre Circuit, Inc., by that company's board, according to George P. Skouras, president of the theatre circuit. Since September, 1957, Bollengier has served as treasurer for the corporation.



# Industry Trio Tells Congress Wage Law Could Close 6,000 More Houses

WASHINGTON, D.C.—A prediction that 6,000 theatres will close if the industry is not exempted from pending wage-hours legislation was made by Frank C. Lydon, executive secretary of Allied Theatres of New England, before the Senate Committee on Labor and Public Welfare, recently.

The committee heard a trio of industry representatives in opposition to pending minimum wage legislation. The three were Lydon, A. Julian Brylawski, president of the MPTO of Washington and spokesman for TOA, National Allied, and other exhibitor groups, and Ernest G. Stellings, who appeared at the request of the American Congress of Exhibitors.

Legislation under consideration is a bill sponsored by Senator John F. Kennedy which would include all enterprises grossing \$500,000 or more under its provisions.

Lydon stated that motion picture theatres do not substantially affect commerce, that adoption of the proposals in the pending bill would jeopardize all branches of the motion picture industry, that it would bring curtailment and elimination of employment, and that exemption of all motion picture theatres should be continued.

Lydon then went on to say that 12 or 15 thousand small theatres would be affected if the law was extended as proposed in that section of the bill which would include those businesses "competing with any activity in commerce." He then made the prediction that 6,000 theatres might close if these theatres were so included.

Lydon said that the influence of motion pictures on commerce is minute. Motion picture theatres are service establishments, and unique service establishments, at that, Lydon stated, adding that they offer their patrons nothing tangible, only a privilege. Circuits or chains are an amalgamation of many small service establishments which are competing directly with identical small service establishments and under identical local conditions, he said.

Noting that labor relations in the New England area have, except in rare instances, been extremely good, Lydon said that if the proposed \$1.25 minimum is paid to ushers and other minor help it would cause dissatisfaction among the skilled groups of employees. They would expect a raise, too, he said.

Summing up his testimony, Lydon stated that theatres are not engaged in commerce; do not substantially affect commerce; that curtailment and elimination of employment would follow adoption of the bill; and that proposals of the legislation would constitute the ultimate discrimination against the backbone of the industry.

Stellings said that he had but two requests to make of the committee: That the motion picture theatres of the country be specifically excluded from the proposed Act, and that the committee recognize that minimum wage laws exist in 32 states and the District of Columbia.

In support of his two requests, Stellings pointed out that "living habits, wage scales, individual productivity, area differentials, and other personal and economic factors vary considerably from state to state."

Stellings declared that the industry could not exist under the act and that any wage



Committeemen of New York Variety Club recently met to formulate plans for the June 26 performance of Samuel Goldwyn's "Porgy and Bess," Warner, which will benefit the New York Trafalgar Hospital, and to organize activities for the Variety Club's Annual Awards Dinner June 23 at the Hotel Edison. Seen, left to right, are George Waldman, chief barker; Ira Meinhardt, Bill German, and Ed Lackman.

## Variety Award To Hoover

WASHINGTON — J. Edgar Hoover, director of the Federal Bureau of Investigation, will be presented with an award he "particularly treasures" in his Washington offices tomorrow (May 28).

The Variety Clubs International, a worldwide organization dedicated to helping sick and underprivileged children, will present him with a plaque designating him as "The Humanitarian of the Year." The Award will be presented by Henry Ford II, a previous recipient of this honor; George Eby, of Pittsburgh, international chief barker of the Variety Clubs; and Edward Emanuel, first chief barker.

The Award to the head G-Man is being made in recognition of his "great and continuing contributions in the fight against juvenile delinquency."

## Million See Cancer Film

NEW YORK—"Time and Two Women," an American Cancer Society film introducing a unique health program for women, has been shown in more than 500 motion picture theatres over the country reaching an audience of more than one million women during the first year of its use in cancer education, it was announced by the American Cancer Society.

This unprecedented number of "open showings" for a health film was accomplished through the wholehearted cooperation of the entire industry.

legislation should be left within the jurisdiction of state governments.

Brylawski concentrated on obtaining specific exemption for theatres in the proposed measure. He pointed out that while committee members had assured that theatres were not meant to be covered by the bill, they are not specifically excluded from it and that that part of the bill calling for the measure to be applied to "service establishments" may be interpreted to include them in the future. He pointed out that theatre operation today is essentially a weekend business and held that many theatres would be forced out of business if they were forced to pay premium wages for weekend work.

## New Production Team Schedules "Islandia"

HOLLYWOOD — Casey Robinson and Claude Heilman, whose "This Earth Is Mine," a current Universal release, is the result of their work as a producing team, announced last week that they have formed a further partnership.

After a careful and thorough canvas of important literary properties, they have found one which, in the eyes of the top literary critics and millions of readers, remains unsurpassed for its unique and monumental nature. This epic work is the celebrated Utopian novel, "Islandia," written by Austin Tappan Wright, first published in 1942, and recently republished by Rinehart and Company, due to heavy interest.

Robinson is now engaged in adapting and up-dating the Shangri-La story to fit the present day requirements. He will do the screenplay as well as co-produce the film. Robert Bless will do the screen adaptation.

Heilman, 31, is the youngest member of the team. He comes to motion picture production field with a solid background as production associate in Europe, publicity and exploitation with the J. Arthur Rank Organization. Recently, he has been in theatre management for Fox West Coast Theatres.

They plan to bring "Islandia" to the screen in 70mm screen process in Technicolor, with shooting to take place in Austria, Bavaria, Switzerland, the North Italian Dalmatian Alps, and the North Scottish coast and marsh islands.

When the cameras turn late in August, there will be at the helm of "Islandia" one of the industry's most distinguished directors who is now being negotiated for. A cast including three high lustre marquee names is also being sought.

## Blum Leaves Loew's Post

HOLLYWOOD—David Blum, who organized MGM publicity activities abroad in 1931, has retired after 41 years with the company. Leaving as director of international publicity and censorship, Blum said that he will give full attention to his real estate enterprises and plans to organize a realty brokerage office in western New Jersey.

An N. Y. U. graduate and member of the New York Bar, Blum joined Loew's, Inc., in 1918 as a member of its legal department. In 1928, he was transferred to the international division where he organized and conducted its legal department and became secretary of MGM's overseas operations.

Arthur Pincus, assistant director, succeeds Blum.

## Air Conditioning Fee Killed

DETROIT — The decision, last fortnight of Circuit Judge Victor J. Baum in the city of Highland Park license charge case involving fees for installations of air conditioning was a victory for area exhibitors.

The city proposed a license charge of \$20 per ton of capacity annually upon air conditioning equipment not equipped with recirculators.

The plaintiffs in the test case were the Palmer Park Theatre and the Tuxedo, who claimed the annual cost would be excessive.

The Court stated there was no basis for the ordinance since there is plenty of water available and no need to conserve it; hence the ordinance is held unconstitutional in this respect as not being a proper exercise of police power, and the fees in the ordinance are held to be confiscatory.



Last year's No. 1 best seller...this year's (we hope) No. 1 motion picture





**on May 16**, in the early hours of the morning, we finished filming ANATOMY OF A MURDER exactly eight weeks after we started production at the actual locales described in Robert Traver's novel and Wendell Mayes' screenplay.

ON JULY 1, six weeks later, ANATOMY OF A MURDER will have its world premiere. Our purpose is to bring the best seller to the screen while it is still fresh in the minds of millions of people.

We accomplished what we set out to do only through the extraordinary cooperation, talent and technical know-how of everyone involved in the making of the picture.

My sincere thanks to James Stewart, Lee Remick, Ben Gazzara, Arthur O'Connell, Eve Arden, Kathryn Grant, to Joseph N. Welch, who temporarily left his Boston law office to play "Judge Weaver" in the old Court Room at Marquette, to George C. Scott, Orson Bean, Russ Brown, Murray Hamilton, Brooks West, Ken Lynch, John Qualen, Howard McNear, Ned Wever, Jimmy Conlin, Royal Beal, Joseph Kearns, Don Ross, Lloyd Le Vasseur and James Waters; to Duke Ellington for his musical score; to Sam Leavitt for his camera work; to a



great crew, and last, but not least, to John D. Voelker (Robert Traver) who gave me invaluable counsel, both as author of the book and as Justice of the Supreme Court of Michigan.

Our most grateful appreciation to the wonderful people of Ishpeming, Marquette, Big Bay and Michigamme, who opened their homes and hearts to us, and without whose generous hospitality we would never have been able to reach our goal.

Thanks also to the Exhibitors who showed their confidence by booking the film for July playing time while it was still before the cameras.

ANATOMY OF A MURDER will have its world premiere at the United Artists Theatre, Detroit, July 1st. It will open shortly thereafter at the Criterion and Plaza Theatres in New York; at the Warner Beverly Hills in Los Angeles; at the Woods in Chicago; at the Randolph in Philadelphia; at the Trans Lux, Washington; Gary, Boston; Allen, Cleveland; Paramount, San Francisco; Warner, Milwaukee; Miracle and Carib, Miami; Century, Buffalo; Circle, Indianapolis; Imperial, Toronto; Vanity, Windsor.

*OTTO PREMINGER*





JAMES STEWART   LEE REMICK  
BEN GAZZARA   ARTHUR O'CONNELL  
EVE ARDEN   KATHRYN GRANT



and JOSEPH N. WELCH as Judge Weaver  
music by Duke Ellington

GEORGE C. SCOTT/ORSON BEAN/RUSS BROWN/MURRAY HAMILTON/BROOKS WEST

screenplay by WENDELL MAYES from the best-seller by ROBERT TRAVER

photography by SAM LEAVITT produced & directed by OTTO PREMINGER/a Columbia release



## Fox's Lee Retires; Detroit Honors Him

NEW YORK—Tent Five, Variety Club of Detroit, honored Barker Joseph J. Lee on the occasion of his retirement as branch manager for 20th Century-Fox last week.

Sixty-five men attended the event marking his severance from the company after 34 years of association. Lou Marks, branch manager for MGM, acted as toastmaster as well as co-committeeman with Alden Smith in arranging the banquet.

Main speaker was Glenn Norris, assistant general sales manager of 20th-Fox. Alex Harrison, general sales manager, also attended.

Tent Five presented the guest of honor with a television set, while the company sent a large oval, duly inscribed sterling platter.

Among the wires received and prized was the following: "Dear Joe: On the eve of your retirement I want to express to you from my heart warmest appreciation for the wonderful services you have rendered to our company during the 34 years of your association. It is extremely gratifying to have known you as a good friend and loyal associate over the years and I shall always be grateful for your devotion to our company. I want to extend to you and your family my heartfelt wishes for your future happiness and well being. Please feel free to call upon me any time I can be of service to you. Splyros."

## AB-PT Affiliates Meet

KIAMESHA LAKE, N.Y. — Edward L. Hyman, vice-president, called a meeting of theatre affiliates of the northern territory of American Broadcasting-Paramount Theatres, Inc., this week at the Concord Hotel.

The meeting was attended by Leonard H. Goldenson, president; Simon B. Siegel and Sidney M. Markley, vice-presidents; Jerome B. Golden, general counsel; and affiliates from New York, Chicago, Boston, Buffalo, Rochester, Minneapolis, Des Moines, Philadelphia, Detroit, Salt Lake City, Phoenix, Los Angeles, and San Francisco.

The purpose of the meeting was to discuss, conceive and consummate an all-out drive for the period from September through December.

Hyman and Goldenson, who created and spearheaded the plan for orderly distribution of quality product throughout the year, announced that such product available during the four months in question this year is substantially superior to what was available in the past few years.

## Cinerama Signs Pact To Finance Production

NEW YORK—Hazard E. Reeves, president of Cinerama, Inc., announced last week the signing of a financing agreement with Prudential Insurance Company of America and Robin International, Inc. (licensee and exhibitor for Cinerama abroad).

The agreement makes \$12,000,000 available to Cinerama, Inc., for the production of a series of Cinerama motion pictures and the completion of a research and development program concerned with improving Cinerama's widescreen process.

Reeves confirmed the fact that Cinerama has under consideration more than a dozen possible pictures, including some possible co-productions with major companies.



# The NEW YORK Scene

By Mel Koneciff

MAX YOUNGSTEIN REPLIES: Last week we ran some opinions and accusations by producer Jerry Wald, wherein United Artists and its vice-president Max Youngstein came in for some harsh words. We asked Youngstein for some replies and these follow:

Regarding Wald's statement that the Academy Awards is the greatest single public relations arm the industry has, UA and Youngstein have no quarrel with this. They have backed the event to the maximum. Also, because of the high regard in which it is held, he said we don't

want to see it minimized. His criticism was only intended for this particular telecast produced by Jerry Wald.

Asked Youngstein—If any producer put on a two-hour show costing quite a bit of money and 20 minutes turned up dead, is he or is he not deserving of criticism?

Asked Youngstein further—If the industry is spending so much money on a public relations project, shouldn't it publicize some of its future product?

He maintained that Wald's claim that the size of the audience was indicative of the quality of the attraction is for the birds. Look, urged he, at the size of the audience present at or watching a world series baseball game that turns out to be a poor one. What does the size of the audience prove?

We should make sure that the large audience is not let down and that their expectant excitement is satisfied.

With regard to Wald's criticism about UA not putting anything back into the industry, Youngstein replied that no company has put back as much money into the industry. We have put all our profits back into product where it counts with the public and exhibitors, said Youngstein.

In fact, maintained Youngstein, Wald is so hepped up about new talent because he can't get established talent for his pictures. And while on the subject of developing new talent, which is not the job of UA but rather the producers whose product is released through the company, he reeled off some pretty impressive names who did get a start through UA releases. These included Tab Hunter, Carolyn Jones, Paddy Chayefsky, Sidney Lumet, Reginald Rose, Rod Serling, and in the latest release, "Pork Chop Hill," a cast of unknowns may be found aside from Gregory Peck.

Said Youngstein, we encourage newcomers with a willingness to finance and back films with new faces behind the cameras as well as in front of them. The real execution of a new faces program is up to the individual producer who releases through UA.

Wound up Youngstein, "Wald must feel awfully guilty about what happened to that 20 minutes. He ought to hire a private eye to find the missing minutes because they cost the industry a lot of money."

**PLANS AND PRODUCTION:** If co-producer Marty Rackin, vice-president of the Mirisch Company Leon Roth, and UA's advertising-publicity director Roger Lewis have their way, "The Horse Soldiers" may be one of the best known films released by the company. If sales representative Dave "Skip" Weshner continues to accept 70 per cent bids, it may also become one of the more expensive ones.

Rackin and Roth explained at a press conference that they set out to make a "blue chip picture" to be released this summer. They wound up with a film that cost five millions, one-and-a-half million of which went to John Wayne and William Holden. They also get a piece of the profits, not gross.

No, Rackin didn't think that creative people get too much money, Samuel Goldwyn notwithstanding. He termed the latter "a real estate operator with good taste." They paid little money for the property and then developed it, preferring to pay the talent more.

The price in this case was paid not only for the talent but seemingly included a spirit and enthusiasm on the part of the co-stars, who will go anywhere to sell the film. On June 17, 200 to 250 saturation dates will blanket Louisiana and surrounding territory, and a total of 478 key spots will be covered during July.

Plans for a million dollar promotion campaign were unveiled and these include local level promotions, using radio, TV, and sundry supplements, full page color ads, major music cross promotion, star tours, off-amusement page advertising, special TV featurette and newsreel clips, a trade paper campaign, audience previews, book promotions, contests, tie-ups, etc.

MAIL DEPARTMENT: Dear Mel, Until I read your April 29 column, I never realized our boomerang letter-opener souvenir for "On The Beach" was such a shattering item.

But whoever told anybody to try it out before opening the windows?

Sorry, this particular pane is not our responsibility.

Best—George Thomas, Jr., Stanley Kramer Pictures.

Dear George, Now you tell us it was a letter opener. Oh well, those are the breaks.

Best—m.k.

**PRODUCTION NOTE:** The other day we dropped in at the Fox Movietone Studios where producer Joseph Fields and director David Miller are making "Anniversary Waltz," with David Niven and Mitzi Gaynor. Niven has just completed a scene where he kicks in the face of a television set, which he told us is like doing away with his bread and butter since he makes quite a few TV films in partnership with Dick Powell and Charles Boyer. Before you throw brickbats, he told us, however, that motion pictures are still his first love. By the way, he's a charming, witty, and down-to-earth chap.

Later at lunch, Fields reported that the film is down for a million dollar budget, and it would have cost more had it been made in Hollywood. The story is particularly suitable for filming here because of New York locations and backgrounds. Things are easier, too, because the top stars like to work in New York. In addition, he maintained the technical crews are just as good as those on the coast.



# Columbia Pledges Full Cooperation With Exhibs On Area Saturations

KANSAS CITY — Jonas Rosenfield, Jr., Columbia Pictures executive in charge of advertising and publicity, meeting here last week with advertising representatives of eight theatre circuits to plot the forthcoming territorial saturation campaign on "It Happened to Jane," declared that Columbia is "ready and able to assist in similar conferences in any area of the country at the request of exhibitors."

Rosenfield told the circuit representatives that "Columbia is willing to cooperate in the launching of area saturations at any time, in any place and on any picture. We believe that a joint promotional effort between exhibitor and distributor on area saturation openings can produce highly favorable results. By pooling our resources, we can obtain maximum mileage from our advertising, utilize our knowledge of local conditions, and concentrate our campaigns within a specific period."

The Columbia executive said that the company's offer was open to all theatremen, large circuits as well as independents. He pledged the full support of Columbia's field forces in helping to launch and execute these saturation campaigns.

Represented at the conference here were the following circuits: Central States, Tri-States, Commonwealth, Fox Midwest, Minnesota Amusement, Dickinson, Video, and Pioneer. "It Happened to Jane" is slated for a seven-state saturation kickoff, involving close to 300 dates. The regional opening will take place in the Kansas City area on June 16.

## Exhib-Author Seeks Film Sale

COTULLA, TEX. — Motion picture rights to "Aye, Aye, Sir!" are being offered for sale by the author, LaRocque DuBose, Texas exhibitor. The story, published in book form by Lothrop, Lee and Shepard Company of New York, and a recent selection of the Parents Magazine Book Club for Children, is based on the true adventure of a young midshipman on an 18th-Century sailing ship who was shipwrecked on the then uncharted Pelew Islands in the South Pacific.

"This is a story," says DuBose, "which I feel would make an excellent low-budget property for some producer. There is enough meat in it to give it a wide audience appeal even though it is aimed primarily at the youngsters."

DuBose is owner of DuBose Enterprises, which include the Majestic and Mimosa Drive-In, Cotulla, Tex.

## de Rochemont Plans New Pic

NEW YORK — Louis de Rochemont, producer of "Cinerama Holiday" and "Windjammer," is planning his most ambitious enterprise to date. With the embracing title, "All the World's A Stage," the new de Rochemont project will attempt on the screen an up-to-date show-business extravaganza.

"All the World's A Stage," as planned, will be a two hour show combining both known and unexplored elements from the realms of global show business. Attractions utilized will come from all the fields of entertainment — from the music hall, the circus, carnivals, legitimate drama, the dance (ethnic, modern and ballet), concert music and jazz.



Marilyn Monroe, star, United Artists' "Some Like It Hot," recently was presented the Italian Motion Picture Award as the "best foreign actress of the year" at ceremonies at the Instituto Italiano de Cultura, New York City. Dr. Fillipo Donini, director of the Institute, made the presentation.

## "Amateurs" At Radio City

NEW YORK—A chance to perform on their stage will be offered by Radio City Music Hall to talent discovered by the Ted Mack Original Amateur Hour, according to Russell Downing, president of the Hall. The plan includes auditions and paid appearances for talented newcomers in live productions on the Music Hall stage.



# LONDON Observations

by Jock MacGregor

THERE MUST BE something in the old adage that hard work never hurt anyone. I have never seen Monty Morton look so well. He is on top of the world. It is a long time since any one distributor dominated the West End in the way that United Artists is doing these days. As one group of its pictures goes on release, another takes its place. Judging by the prime time being booked at Film House, one can quip that exhibitors are *united* on at least one point!

"Some Like It Hot" opened in glittering style at the London Pavilion and Monty neatly overcame the smallness of the foyer by greeting the guests, who included Walter Mirisch, Billy Wilder, Jack Lemmon, and the leaders of British show business, on the wide promenade at the back of the circle. This was a smart move as it got people into the auditorium. On the stage, a male orchestra in female attire played—even if a trifle self consciously. Excellent reviews were backed by powerful news coverage.

On the same night, "Day of the Outlaw" opened at the Odeon, Marble Arch. These have since been joined by "Pork Chop Hill" at the Odeon, Leicester Square, and "Shake Hands With The Devil" at the Leicester Square, following its spectacular world premiere in Dublin, Ireland. Out in the London suburbs, Bob Hope is keeping them chuckling with "Alias Jesse James," while from the provinces excellent reports come despite the weather of "Separate Tables," "Hound of the Baskervilles," and "Horse's Mouth."

And there are more to come. It is now confidently anticipated that a version of "I Want to Live" will be accepted by the censor. Meanwhile, the original, passed by the Irish censor, has been doing fabulously, especially near the Ulster border. I gather the independently minded have reversed a popular southern Irish pastime of slipping over the border to see films banned or cut for their own theatres.

MANY IN THE TRADE have returned from the Cinema Exhibitors Association convention at Brighton slightly tanned but, I fear, little wiser. Few British exhibitors took Jim Carreras' words of wisdom really to heart, or appreciated that with Eady and quota providing more product to book and FIDO keeping many pictures off TV, they are so much better off than their American cousins.

Regretfully, I must admit it was, despite the efforts of outsiders, a dull convention. The organizers battled against odds with the Corn Exchange, the venue for several functions. Historic it may be, but it is also vast and barn-like and lacks atmosphere.

The alarming thought is that though the CEA has in Douglas Richards, 42, its youngest president in years, there were few young exhibitors present. Independent exhibition seems to be becoming an old man's business.

# Cannes Honors French Pictures, U.S. Actors

CANNES—The Gallic touch was abundantly rewarded by judges of the recent Cannes Film Festival. French pictures and personnel received a majority of the top awards handed out. Three Americans, Orson Welles, Dean Stockwell, and Bradford Dillman, jointly took top acting honors for their roles in "Compulsion."

France's "Black Orpheus," an all-Negro film shot in Brazil, won the Golden Palm Leaves award as the best motion picture at the 1959 festival. Director Francois Trauffaut was named top in his field for his "400 Blows." Best actress was Simone Signoret for England's "Room at the Top." "Histoire d'un Poisson Rouge," also French made, won a special prize in the short subjects category. "Star," a Bulgarian entry, was awarded a special jury prize, and Italy's "Policarpe, Meitre Calligraphe" received a special jury prize for comedy. Japan's "White Heron" was awarded a special mention.

Among other winners were Mexico's "Nazarin," the International Prize; Czechoslovakia's "Butterflies Don't Live Here," the Grand Prize for short subjects; the U. S.'s "New York, New York," honorable mention, short subjects; and Poland's "Changing of the Guard," honorable mention, short subjects.

## Ross Joins Ad Agency

NEW YORK—Paul B. Ross has been appointed head of the motion picture department at Rogers and Cowan, Inc.



2 May 1959

Dear Sam Bronston:

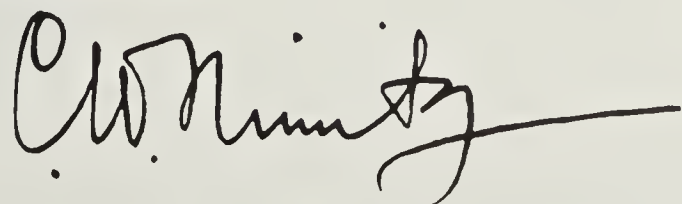
This afternoon Mrs. Nimitz and I together with about twenty friends and guests in the San Francisco Bay Area - had the great privilege and pleasure of seeing a private screening of your splendid 'JOHN PAUL JONES' moving picture.

Permit me to congratulate you and your director-writer, John Farrow - on a wonderful re-creation of a most important part of the history of our country. You and Farrow will make millions of Americans conscious of the great contributions made to our successful revolution by JOHN PAUL JONES. You will make these Americans re-live the anxious times of George Washington's great struggle for freedom we now enjoy.

The picture far surpasses my highest expectations - and I am humbly proud and thankful that you honored me by the dedication. I would be happier if you had dedicated it to the many fine men of our Navy and Marine Corps who have - from the beginning of our country given their lives to the success of our Revolutions and the preservation of our nation up to now. I will be pleased if you wish to change the dedication as suggested. The photography is excellent, the music impressive and suitable and pleasing. Again my congratulations and best wishes to you and Farrow for a job which certainly merits the Navy's "WELL DONE".

Best wishes and warmest regards.

Sincerely,



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**WARNER BROS'. WORLD PREMIERE OF "JOHN PAUL JONES"  
WILL TAKE PLACE ON JUNE 16TH AT THE RIVOLI THEATRE, N. Y.**





## ALBANY

Construction on one new drive-in, at Greenville, N.Y., and the re-opening of another, shuttered for several years, have been announced. Opening date for the drive-in has been set at May 29 by C. E. Carellus. The Starlight, Pottersville, N.Y., will be re-opened by Joseph Mirasola, May 30. Mirasola took over and reopened Beach Drive-in Lake George Village, several years ago after it had been out of operation. . . . A conventional theatre reported re-opening May 30 is Palace, Lake Placid, which closed last October, several months after it had been banned to Catholics for 180 days because "And God Created Woman" was exhibited. Succeeding James McLaughlin as Palace manager is Joseph Jarvis, Jr., formerly associated with Rustic Drive-in, Wynantskill. Palace has been refurbished during closedown. . . . Fred Piel, operating Rustic Drive-in, is also buying-booking for the Mayfair Drive-in, Slingerlands, for Mrs. Lois Conhain. . . . The Madison's, Albany, safe was pried open and more than \$300, representing previous day's receipts, was stolen by thieves who also rifled two vending machines.

Three Thorntons will helm Catskill Mt. theatres this summer. George Thornton will direct the Orpheum, Saugerties; his brother, Walter, will run the Orpheum's, Tannersville; and George's son, Tommy, will handle the Windham, Windham. . . . Gov. Nelson A. Rockefeller extended his appreciation, via a letter from secretary William J. Ronan, to Fox branch manager Clayton Pantages, for inviting him to a preview of "Compulsion" at Fabian's Palace.

## ATLANTA

Claude Johnson has taken over the Wilkes, Washington, Ga., from the Martin Theatres. . . . J. E. Howard and Walker Harrill have closed the Rith, Maryville, Tenn. . . . Hank Farris has changed the name of his house in Hartselle, Ala., from the Stand to the Roder. . . . The WOMPI will hold its installation dinner in the Atlanta Variety Club, June 12. . . . Coley Brown, branch manager for National Theatre Supply, will retire from the company June 1, after 46 years in the business. At the time Brown came to Atlanta, the National Theatre Supply Company was known as the Consolidated Film Supply Company, owned by the late Oscar Oldknow. Coley was branch manager for the CFSC, in Dallas, New Orleans and Charlotte. J. G. Thigpen will replace Brown.

## BOSTON

John E. Tetlow now managing the Brain-tree for Lockwood and Gordon Enterprises, replacing Francis Cahalan who resigned. Tetlow is from England and has managed theatres in that country. . . . "Ecstasy" in its original form has been booked into five drive-ins of the Yamins circuit by Mel Davis Films who is handling the film in the New England territory. . . . UA's "Hole In The Head" has been booked into Loew's State for a June 25 playdate. . . . The Abington Mass. Drive-in is expected to open its gates for the first time in mid-June. This new deluxe theatre has Joseph O'Neill as manager, with Joseph G. Cohen handling the buying and booking. . . . Abe Weiner, former Rank Films manager here, has resigned as New England representative for NTA and has gone on a short vacation. On his return he will announce his new affiliation. . . . Phil Bloomberg has closed the Orpheum, Danvers Mass., and is turning his attention to the

building of a 40-unit Motel in the same town which he will operate. . . . Announced as closing, the Fenway, Boston, is continuing along on a week to week basis, playing exploitation films until the negotiations for new ownership are announced. . . . Heather Sears, charming English actress who plays the ingenue in the English film "Room At The Top," now playing the Kenmore, was introduced to the press at a luncheon at the Hampshire House. She made several radio and TV appearances and appeared at the theatre opening night. This film broke a Saturday record in its first week at the Kenmore.

NEW HAMPSHIRE NEWS—Merrimack, Manchester, was broken into. . . . Colonial, Portsmouth, was evacuated by police and firemen, after receiving a bomb scare. The cashier, Alice Pierce, received a call saying "There's a bomb in the theater and it's set to go off in just a few minutes." A seat-by-seat search proved fruitless. . . . Strand, Berlin, showed a cancer film, for the benefit of all Berlin women. . . . Concord Drive-In reopened. . . . Midway, Littleton, reopened. . . . Starway Drive-In, Dover-Rochester Road, held its grand opening. . . . Rochester Drive-In reopened as did Sky-Ray, Hookset. . . . A successful cooking school was held at the Palace, Manchester. . . . Daniel Webster, Nashua, had a Spring Style Show in addition to the usual feature. . . . Tilton, in that town, is buying space in the local weekly to run a review of the current picture and rating it from one to four stars. . . . Vandals broke into the Starway, Somersworth, and smeared ice cream and syrup over the counters of the snack bar as well as damaging the cigarette machine. . . . Mrs. Guy Currier, credited with opening the first theater with an outdoor stage in Peterborough about 1919, died recently in Arizona at the age of 89. . . . Jax Jr. reopened in Littleton with two evening shows daily and a Saturday matinee. . . .

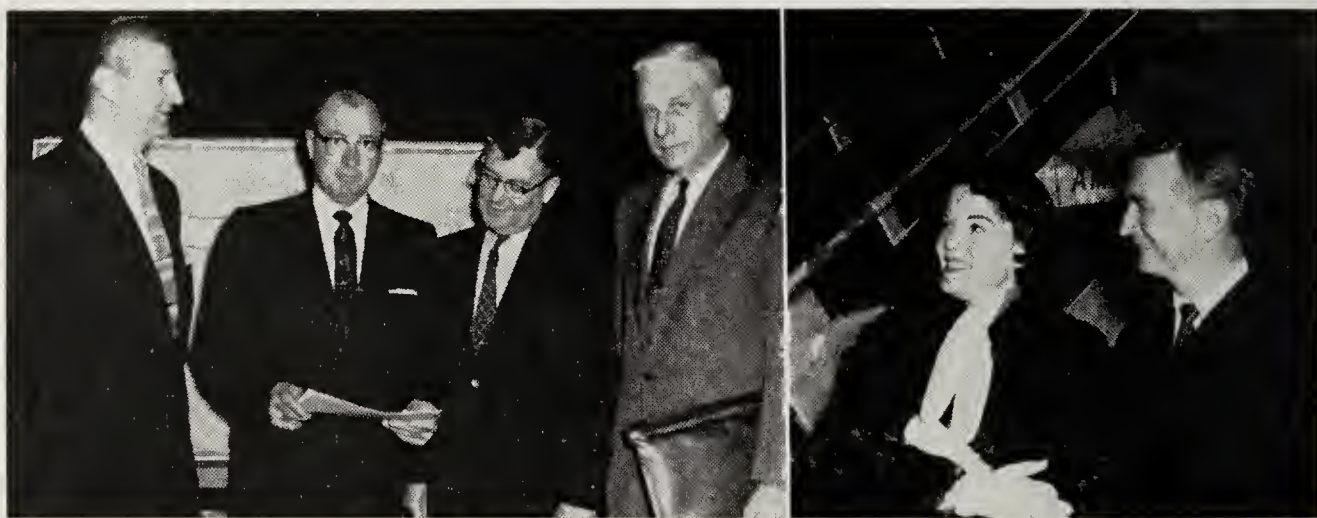
## BUFFALO

Lawrence Gordon of WBNY and Beam-Cast Inc., Buffalo, has been elected president of the FM Association of Broadcasters. . . . Plans to revamp Loew's, Rochester, by reducing the capacity of the house, converting part of the building to retail shops and providing access from Midtown Plaza—are in the works. . . . The Buffalo Evening News Advertising Letter, in a recent edition says—motion picture attendance seems to be on the increase because 'women are interested in

pictures about women,' reports Sindlinger & Co., Inc. in its most recent survey of motion picture activity, "Women are responsible for the recent improvement in motion picture attendance," states the survey, which points out that for the first time in five years the majority of current releases have 'unusual interest for the feminine infrequent patron'. . . . Earl Hubbard Sr., former ad-pub director of the Century and Teck, backed the Roller Derby in the Buffalo Memorial Auditorium. Earl Johnson was associated with Hubbard for the event. . . . An anti-trust suit filed against eight film distributing companies by Henrietta Sunness, operator of the Jarvis and Crest, Binghamton, has been settled and discontinued. In the settlement, the Crest was given first-run availability in the area and the Jarvis had its clearance period reduced to 14 days after first-run. Action in the same suit still stands against Comerford Theatres. . . . George A. Mason, manager, Century, held a banana split eating contest in the theatre lobby, recently. It was open to boys and girls between the ages of 10 and 15 and the first 50 at the theatre were contestants.

## CHARLOTTE

Jim Jellico, manager of the Playhouse Statesville, N. C., for the past two years, has been made operational manager of the Myers Theatre Corp., of Aden, N. C., and has been succeeded at Statesville by Donald Coffey, who transferred there from Enfield, N. C. . . . Charles H. Lewis, manager, Center, Durham, recently was presented an award for "outstanding service in the fight against mental illness and for assistance in the field of mental health education" by showing 20th Century-Fox "Compulsion," which, according to the Durham County Mental Health Association, demonstrated to the public how mental illness can cause violence. . . . A bill, already passed by the Senate, which makes it a misdemeanor to make false reports about bombs placed in theaters, and other public buildings, was passed by the House of Representatives of the North Carolina Legislature May 15, and now goes back to the Senate for concurrence in House amendments. The bill, backed by Governor Luther H. Hodges, was prompted by a recent wave of telephoned bomb hoaxes which plagued schools, theaters and industrial plants in North Carolina. It was decided also that such hoaxes be misdemeanors punishable by not more than two years in prison or a fine of not more than \$500.



Manager Walter Kessler, left, Loew's Ohio, Columbus, Ohio, recently arranged with Ohio Civil Defense officials for Emery Austin, exploitation director of MGM, to take part in the Conelrad alert which tested civil defense plans in a tieup made for the pre-release showing of MGM's "The World, The Flesh, and The Devil." Seen with Kessler at the Ohio Wesleyan University evacuation site for the state government are Austin; Thane M. Durey, deputy director, Ohio Civil Defense Corps; and Major General Loren G. Windon, Adjutant General and state director of Civil Defense. On the right are seen Nanette Fabray and her husband, Randal MacDougall, director and screenplay writer of the film, on their arrival at Port Columbus for the opening.



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Roger Lewis, left, United Artists national director of advertising, publicity, and exploitation, and Mori Krushen, exploitation manager, examine a saddle bag field kit for UA's multi-million dollar Civil War epic, "The Horse Soldiers." An actual saddle bag used in the Civil War, the kit contains photo layouts, credits, ad proofs, open-end interviews on special discs, tieups and promotion, and other data to be used by fieldmen in promoting the Mirisch Company presentation.

## UA Activity At Peak

ROGER H. LEWIS, United Artists national director of advertising, publicity and exploitation, recently announced that company field promotion activity had hit a new peak with more than 50 fieldmen and a score of stars and producers currently engaged in intensive local level campaigns in behalf of films set for release through the end of the year.

The UA executive disclosed that some 56 fieldmen and 22 stars and producers are currently engaged in advance publicity tours and promotions in conjunction with key regional openings.

UA stars, producers and production personalities participating in intensive cross-country tours in behalf of their films include Gregory Peck, producer Sy Bartlett, Woody Strode, George Shibata, Captain Joseph Clemons, for Melville Productions' "Pork Chop Hill"; executive producers George Glass and Walter Seltzer for Pennebaker's "Shake Hands With the Devil"; producer Martin Rackin and Constance Towers for Mirisch Company's "The Horse Soldiers"; Frank Capra, in behalf of Sincap's "A Hole In The Head"; Wendell Corey and Fess Parker in connection with the New York opening of Bob Hope's "Alias Jesse James"; Stanley Kramer for "On The Beach"; and Joel McCrea in connection with regional saturation bookings of "The Gunfight at Dodge City."

On the international front, producer-director Billy Wilder, star Jack Lemmon, and screenwriter I. A. L. Diamond are sparking the overseas premiere of "Some Like It Hot" at the London Pavilion Theatre and will make a tour of major cities in advance of other European openings.



Eleven-year-old Eddie Hodges arrives in New York to talk up his first motion picture, "A Hole In The Head." Hodges is making a three-city tour to promote the Sincap comedy.



Tomi Kaizawa, reporter for the Honolulu Star-Bulletin, interviews star Gregory Peck following the Honolulu screening of UA's hard-hitting Korean War film, "Pork Chop Hill."



Producer-director Stanley Kramer tells San Francisco drama and literary critics all about his newest project, "On The Beach." Producer's representative George Thomas, Jr., is at left.



Producer-director Billy Wilder, star Jack Lemmon, and screenwriter I. A. L. Diamond sail aboard the S.S. United States for the European premiere of UA's Mirisch Company film, "Some Like It Hot" in London.



Going along with the gag, George Glass, left, and Walter Seltzer, executive producers of Pennebaker's "Shake Hands With The Devil," pour "Seltzer" in a "Glass" for amused Detroit press representatives.



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\*This is the third time that Sindlinger & Co. has tabulated large samples pertaining to the subject of the impact of the theatre trailer. Each time the same approximate result is derived, regardless of whether the tabulations are based on "admissions" or on "dollars"; that is, each time the theatre trailer has been found to be the motivating factor that delivers approximately 43.5% of the dollars.

\*†Full particulars of Sindlinger's detailed analysis substantiating these statements will be mailed to you upon request.

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## CHICAGO

Tri-Hi Drive-In, Garret, Ind., which has been involved in litigation will remain open this summer under court order, wherein a receiver has been appointed, with Larry Shubnell acting as manager. The Tri-Hi was leased for one year by A. H. Borkenstein, of Fort Wayne, owner of the Well, Fort Wayne, Ind., for 35 years. . . . The Vogue, Tipton, Ind., owned by Joe and Ed Dehority, was damaged by fire started by the breaking of a steam pipe. . . . The Grand, 3110 S. State, is being razed to make way for the expansion of the Illinois Institute of Technology. . . . City movie taxes on admissions . . . cents totaled \$31,728, indicating an increase in attendance during April. . . . Chief barker William Margolis, of Variety Club announced preparations for the annual golf-outing in August and a club benefit at the Sportsman's Park Harness Racing, June 1. . . . Zoning obstacles were overcome at Barrington, Ill. for the construction of a \$40,000 drive-in with a capacity of 1,400 cars and room for 1,000 more. . . . H. and E. Balaban sold their Hilltop Drive-In, Joliet, Ill., to Bob Bachman's Marlee Corp.

## CINCINNATI

A huge glass bowl from which patrons tried to select a genuine diamond from among hundreds of imitation stones featured a lobby promotion of MGM's "Watusi" at the downtown Palace. . . . A youthful bandit escaped with \$150 in cash after threatening the cashier at the downtown Grand. . . . Sky-Vue Drive-In, Winchester, Ky., owned by Chakeres Circuit, Springfield, O., will be closed for several

weeks following a fire which destroyed the screen tower. . . . A committee of local exchange executives and members of Tent Three, Variety Club, is arranging a dinner to honor Robert McNabb, 20th-Fox branch manager here for seven years, who has been transferred to the Detroit exchange as manager. . . . Charles Schroeder, UA sales manager, is Saturday manager of a Knothole baseball team on which his son, Ronnie, age 10, plays shortstop. . . . Joan Clemens, MGM receptionist, has announced her engagement to Gil Johanneman, manager, Hippodrome, Newport, Ky. . . . Frank Collins, general manager, Chakeres Circuit, Springfield, O., was in Lexington, Ky., to inspect the circuit's new Eastland Bowling Alleys, scheduled to open in September.

COLUMBUS, O. NEWS — Theatres and other entertainment places have a vital role to play in making the downtown area "an exciting place 24 hours a day" said Grady Clay, real estate editor of the Louisville Courier-Journal, in Columbus Town Meeting. He called for more "bright lights, conflict, hustle and bustle" in the downtown area. . . . Randal MacDougall, director of "The World, The Flesh and the Devil", and his wife Nanette Fabray were Columbus visitors in advance of the pre-release showing of the MGM picture at Loew's Ohio. . . . Samuel T. Wilson, theatre editor, Columbus of doctor of humanities in May Week ceremony at Capital University, Bexley. . . . Cecil B. De Mille's classic, "King of Kings," was the initial attraction of the tenth season of the Free Christian Drive-In theatre. The free-will offering drive-in will be open each

Saturday evening during the summer. . . . The 50-year-old Sixth Street Theatre building, owned by Warner Brothers, has been sold to the Coshocton Tribune, Coshocton, O. The sale price was \$13,500. Tribune officials said they had no immediate plans as to how the building will be used. Under stipulation of the sale, the historic building cannot be used as a movie house. Warner Brothers will soon re-open the Pastime theatre as their movie outlet in Coshocton. Ken Prickett, executive secretary of the Independent Theatre Owners of Ohio, announced that James Herb, owner of the Ohio, Franklin, is a new member of ITOO.

## CLEVELAND

. . . Irwin Shenker, the Berlo Vending man in Cleveland, is back in circulation after a successful virus battle. . . . Olen Martin, owner, Tri-City Drive-In, Bucyrus, had a trained nurse in uniform passing out envelopes of tranquilizer pills in advance of his engagement of AA's "House On Haunted Hill". Imprinted on the envelopes was "These Tranquilizer Pills will help you withstand the 13 Great Shocks in "House on Haunted Hill". . . . "The Diary of Anne Frank" has been booked into the deluxe 1600-seat Fairmount, Shaker Heights, for its first engagement in northern Ohio. The road show attraction, first ever to play the Fairmount, premieres June 17 with a performance sponsored by the Cleveland Council on Human Relations. Although group selling will be stressed, the boxoffice will be open for seat reservations. According to Raymond Schmertz, 20th-Fox branch manager, this will be the first time in Cleveland a major motion picture will be premiered in a suburban location. The policy calls for one show nightly and three matinees a week on Wednesday, Saturday and Sunday. . . . Nate Schultz, of Cleveland, and Chris Velas, of Bellaire, are now partners in the ownership of the Columbia. Portsmouth, O., with Schultz' purchase of Vance Schwartz' interest in the theatre. Selected Theatres Circuit of Cleveland, which Schultz heads, will operate the Columbia Theatre. The circuit now numbers 9 indoor and 10 outdoor theatres. All except this latest acquisition, are in the Cleveland exchange territory. . . . Ray and Jack Essick, of Modern Theatres, report their parents, Mr. and Mrs. P. E. Essicks, have left the hospital in Coral Gables, Fla. where they were convalescing following an automobile accident, and will be home within a couple of weeks. . . . United Artist branch manager David Rosenthal announces his company will release "The Horse Soldiers" and "A Hole in the Head" for the July 4 holiday attractions. . . . Bill Lissner, retired film salesman who winters in Florida has returned to Cleveland for the summer.

## Film Exchange and Dealer Listing for the JACKSONVILLE FILM TERRITORY

A CONTINUING SERVICE • that will be re-edited and re-published at 8-month intervals

### Film Delivery Service

#### ALLIED ARTISTS, 331 E. Bay St.—Elgin 3-7347

Br. Mgr.: Robert Bowers. Office Mgr. and Booker: George Andrews. Sales: Grady Goodwin. Booker: Harry Clark. Cashier: Joyce Malmberg. Emerg. Phone: RAYmond 5-1812.

#### BUENA VISTA (Disney), c/o National Film Service, 222 N. Myrtle Ave.—Elgin 4-6795

#### CAPITOL RELEASING, 137 E. Forsyth St.—Elgin 5-3389

Br. Mgr.: R. Cameron Price. Booker: Dave H. s. Emerg. Phone: RAYmond 4-3537.

#### COLUMBIA, 11 North Ocean St.—Elgin 3-5501

Br. Mgr.: Martin Kutner. Office Mgr.: Ernest Pellegrin. Sales: Edward McLaughlin, Marvin Schubert. Bookers: Mamie Newman, Douglas Walker. Cashier: Philomena Eckert. Emerg. Phone: RAYmond 5-1593.

#### HOWCO, 122 E. Bay St.—Elgin 5-2505

Office Mgr.: Joe Thrift. Emerg. Phone: FLanders 9-7963.

#### METRO-GOLDWYN-MAYER, 501 E. Forsyth St.—Elgin 6-1536

Br. Mgr.: Fred Hull. Office Mgr.: Max Stepkin. Sales: Charles Turner, Robert Capps. Booker: Jack Seifert. Cashier: Betty Jacot. Emerg. Phone: Stepkin, POplar 4-4372.

#### PARAMOUNT, 128 E. Forsyth St.—Elgin 6-7162

Br. Mgr.: Fred Mathis. Office Mgr. and Head Booker: Herman Allen. Sales: Dixon Regan, Walter Mock. Bookers: Harold Turbyfill, Roy Chambers, James Dixon. Cashier: Mildred Elliott. Emerg. Phone: EXbrook 8-1076.

#### 20TH CENTURY-FOX, 341 E. Bay St.—Elgin 6-2426

Br. Mgr.: Thomas P. Tidwell. Office Mgr. and Cashier: K. F. Jackson. Sales: George Friedel, Walter Powell, Marvin Skinner. Head Booker: Richard Lewis. Booker: Albert Jewell. Emerg. Phone: POplar 5-7060.

#### UNITED ARTISTS, 128 E. Forsyth St.—Elgin 3-4476

Br. Mgr.: Byron Adams. Office Mgr.: Gene Hudgens. Sales: C. H. "Buck" Robuck, Louis Pauza. Bookers: Lee Knight, Doris Posten. Cashier: Mary Newport. Emerg. Phone: RAYmond 4-8843.

#### UNIVERSAL-INTERNATIONAL, 331 E. Bay St.—Elgin 4-3761

Br. Mgr.: Buford Styles. Office Mgr. and Head Booker: Oliver Mathews. Booker: Barbara Greenwood. Emerg. Phone: POplar 4-0739, EXbrook 8-6084, EVERgreen 7-2135.

#### WARNER BROS., 128 E. Forsyth St.—Elgin 4-3647

Br. Mgr.: John Tomlinson. Office Mgr.: Mike Seravo. Sales: Harold Kistler, David Roper. Bookers: Walter Johnson, Carl Kristofferson. Cashier: Jean Bridges. Emerg. Phone: RAYmond 4-3968.

### Supply Dealers

#### ROY SMITH CO., 365 Park St.—Elgin 3-9140

### Signs, Advertising and Printing

#### AMBROSE THE PRINTER, 1430 Miami Road—FLanders 9-4433

#### FUTCH LETTER SHOP, 228 E. Forsyth St.—Elgin 5-3606

#### THE MILLER PRESS, 104 Jefferson St.—Elgin 3-3907

#### PHOTO REPRODUCTION CO., 1611 San Marco Blvd.—EXbrook 8-8504

#### LEO WITT PHOTOGRAPHS, 28 E. Bay St.—Elgin 4-6288

### Service Companies

#### ALTEC SERVICE CO., 774 Wren Road—Elgin 4-8484

#### RCA SERVICE CO., 916 Phillips St.—FLanders 9-7061

#### RUSSELL-BARTON FILM CO., 4853 Waller St.—EVERgreen 9-7218

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Issue of June 3

**Oklahoma City Territory**

Issue of June 10

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## DETROIT

What may be final action in a six-year struggle to erect a drive-in will be taken this week. The citizens of Livonia passed a referendum in 1953 preventing Raymond Schrieber and associates from building the drive-in. Last year the courts declared the law illegal. Application was duly made, and the Common Council recently voted that Schrieber had met all requirements and it had no right to withhold a license. Immediately following this Mayor William W. Brashear vetoed the resolution. His grounds were 1) Protests from residents and organizations; 2) The value of the land for industrial purposes was too high to permit it to be used for an amusement center; 3) that Schrieber had not met all requirements and that he had not named all the stockholders in the company. The Common Council will now meet to determine if it will over-ride the Mayor's veto. . . . Norman Wheaton, veteran theatre manager, has been hospitalized.

## JACKSONVILLE

Mothers' Day was observed at Carl Carter's Ribault and Air Base drive-ins by the presentation of hundreds of pairs of 51-gauge nylon hose to women patrons who were assumed to be mothers. . . . Tom Lewis, manager of the Ocean Way Drive-In, showed his appreciation to mothers by admitting them free the night of Mothers' Day. . . . IATSE projectionists of local 511 named Mitchell Yeager business agent and Bill Harden, president at recent elections. . . . Ed Hale, new 20th-Fox film publicist in this area, left on his first field trip to make the acquaintance of exhibitors in central Florida. . . . Cecil Cohen, owner, Murray Hill, has taken over the Madison Drive-In, Madison, which has been operated by Raymond Mackes for the past several years.

MIAMI, FLA., NEWS—Keith Hendee, Wometco's Ft. Lauderdale city manager and manager of the Gateway, was elected president of the Ft. Lauderdale Junior Chamber of Commerce. . . . Martin Schemm is manager, North Andrews Drive-In, Ft. Lauderdale, Fla. . . . Harvey Fleischman, Wometco district manager, announced the appointment of Flynn Stubblefield as his assistant. . . . Wometco Television and Theatre Company became a public stock company and is now known as Wometco Enterprises, Inc. A nationwide underwriting group managed by Lee Higginson Corp. offered 290,000 shares of Wometco class A common stock at \$10.75 per share, this being stock formerly held by Sidney Meyer and members of his family. Meyer has ended his longtime partnership with Mitchell Wolfson in Wometco and withdrawn from active management, leaving Wolfson in control. A new board of directors was elected with Meyer as a director and honorary board chairman. Wometco Enterprises owns and operates 22 motion picture theatres.

## MEMPHIS

Jack Durell and E. N. Stevens are operating Southern Theatre Service, booking for a group of Arkansas theatres. . . . Edward Martin is branch manager of Howco. W. C. Kroeger, formerly branch manager, is now a Howco district manager. . . . Katherine Randle, booker for U. A., was married to Joe Keifer, general manager of Malco, recently. . . . John Rhea, formerly booker for Universal-International, is now booking for 20th Century-Fox. . . . Motorvue Drive-In, Piggott, Ark., has reopened after shuttering be-

cause of screen damage. . . . Kentucky Lake Drive-In, Benton, Ky., has closed. . . . Re-openings include Ark Air Drive-In, Clarks-ville, Ark.; Rivervue Drive-In, Morrilton, Ark.; Rocket Drive-In, Magnolia, Ark.; Malvern Drive-In, Malvern, Ark.; and Wheatley Drive-In, Hot Springs, Ark. . . . Columbus Air Force Base Theatre, Columbus, Miss., is open after being closed for renovations. . . . Guy B. Amis has opened the Laco Drive-In, Lexington, Tenn. for the season. . . . Better Film Council selected "Shaggy Dog" as the picture of the month. . . . E. A. Morris and Donald E. Coughron are operating the Strand, Newbern, Tenn. . . . B. D. Bright has opened the Hi Y Drive-In, Henderson, Ky. . . . J. H. Carothers of Rockwood Amusement, Nashville, Tenn., has opened the Skyway Drive-In, Humboldt, Tenn., and Carroll Drive-In, Huntingdon, Tenn. . . . The city's 26 month-old projectionist strike has been settled with projectionists taking a pay cut of \$5.60 per week, or more.

## NEW HAVEN

Harry Feinstein, Stanley-Warner north-eastern zone manager, has announced these Connecticut managerial changes, Edwin Stewart, assistant to Jack Sanson, resident manager, Strand, Hartford, becomes manager of the Palace, Norwich, succeeding William Decker, who takes similar post at the Garde, New London, replacing John E. Petroski, veteran manager of the Garde, who died recently. Mrs. Olive Recave, at one time assistant to Sanson at the State, Manchester, succeeds Stewart in Hartford. . . . Bernard Menschell, president of the Manchester Drive-In Theatre Corporation, Bolton Notch, Conn., who recently entered into agreement with Theodore Poland, Swampscott, Mass., owner of the Pike Drive-In Theatre, New-

ington, Conn., to operate the latter facility as partner, is listed as president of a newly-organized Connecticut corporation, the Outdoor Theatre Corporation. The firm has offices at 24 Lewis st., Hartford; subscribed capital, \$7,500; paid in cash, \$7,500; other officers are Poland, treasurer; Bernard Menschell's younger brother, Seymour, secretary; and directors, same as officers; plus Aaron J. Bronstein and Robert E. Cohn.

HARTFORD NEWS—Peter Cimini, owner-manager of the State Theatre, Pittsfield, Mass., has suspended operations and plans to either sell or lease the house. The 78-year-old retired realtor will take it easy.

## NEW ORLEANS

Lloyd Royal, head of A. L. Royal Theatres, with headquarters in Meridian, Miss., was appointed a member of the board of governors for the Centennial Celebration of Meridian in 1960. . . . Pike Booking and Supply Co., McComb, Miss., headed by T. G. "Tedy" Solomon, has acquired the Joy Twin Drive-In, Alexandria, La. Owners of the Don, Alexandria, La., Jimmy Thompson and Doyle Maynard consolidated their holdings with Pike. Also associated in the Alexandria operations is J. R. Rosenthal of the Joy, who has been with the circuit the past two years. Joy Twin Drive-in was purchased from Joy N. Houck, Joy's Theatres, Inc. In charge of supervision of Alexandria theatres are Thompson and Maynard with all other matters of operation handled by Pike Booking and Supply. The new combine went into effect Saturday, May 9. Simultaneously Pike added the King's Drive-In, Kingsville, La., owned by R. S. Stallings, to do the buying and booking. . . . Hodges Theatre Supply Inc., New Orleans, purchased the completely stock of office

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furnishings from Jackson Theatre Supply, Jackson, Miss., formerly the property of C. D. Carroll. . . . Don Kay, head of Don Kay Enterprises, operating exchanges in New Orleans, Dallas and Memphis, recently returned from Memphis, where he consummated a deal with Astor Pictures Corp., New York, for the distribution of their product in the Memphis exchange area.

### PHILADELPHIA

The Ambassador "art" Theatre did a quick closing. . . . The Carman is reported leased for colored stage shows by Jocko Henderson, former WDAS disk jockey. . . . Fox Theatre publicist Harry Friedman, an industry veteran, was left out by National Theatres. . . . Mark Rubinsky, Harrisburg, Pa., owner and operator of a circuit of theatres, offered a two-for-one admission special at his Uptown for a period of nine days to celebrate his 30th anniversary as a motion picture exhibitor. He operated as many as 15 theatres in Pennsylvania at one time. . . . Ben Zimmerman, former manager, Carman, is going to try a foreign, art and old silent film policy at Benny Fertel's Overbrook. . . . John (Jam Handy) Golder has available a new free Technicolor subject, "Your Silent Guardian," which he says is particularly suited for drive-ins. . . . Former local Allied leader Sidney Samuelson was seen on The Street.

The premiere of Warners' "The Young Philadelphians," SW Stanley, caused excitement with Hollywood's Erin O'Brien, Ty Hardin, Arlene Howell, Connie Stevens, Diane Jergens, Roger Smith, Alen Hale, Jr., Will Hutchins, Peter Brown, Jacqueline Beer, Troy Donahue, and Louis Quinn appearing in person.

### ST. LOUIS

The Esquire, operated by the Frisina Amusement Co. of Springfield, Ill., has been closed for an indefinite period. . . . The St. Louis United Artists exchange celebrated UA's 40th anniversary at a party hosted by Eddie Stevens, local manager, and Mike Lee, UA district manager. . . . Frances Hoffman, M-G-M booker, who was in The Incarnate Word Hospital for a checkup, is back at her desk in the exchange. . . . With the reopening of the Starlite Drive-In owner, Harry Blount is closing his Plaza for the summer season. . . . Opposition by owners of nearby residences has halted, at least temporarily, efforts to obtain a permit for the construction and operation of a drive-in on Highway No. 140 near Keeven Lane. It appeared that the necessary permit would be obtained. A meeting of the Florissant City Council voted 7 to 3 in favor of rezoning the site, but a petition protesting against the theatre was presented to the Council.

### SALT LAKE CITY

The Oakhills Drive-In, owned by Fox Theatres and managed by Warren Butler, was opened, recently. The theatre features a \$10,000 mechanical playground. . . . The World Playhouse reopened here after extensive remodeling Joe Tortorich is the new manager at the Centre. . . . Fox Theatres and Universal-International Distributing Corporation are sponsoring a search for the ideal mother-daughter combination, a tie-in with the promotion for "Imitation of Life." . . . Sid Page, former manager of the Fox Academy, Provo, Utah, has been transferred to the Marlo, Helena, Mont.

### SAN ANTONIO

Some 300 showmen from all phases of the business paid tribute to Claude Ezell re-

cently at the Variety Club. Ezell, founder of Dallas Variety Tent No. 17, has been active during all the eventful years of the club, including a long tenure as chief barker. R. J. O'Donnell, vice president and general manager of the Interstate Theatre Circuit, delivered the principal address. . . . Modern Sales & Service Co., have been appointed local exclusive Texas distributor for the complete line of Buckingham merchandising beverage dispensers manufactured by Heat Exchangers, Inc., of Chicago, Ill. . . . Fred R. Hansen, manager for National Theatre Supply, has retired after 43 years in the industry. Hansen was in all phases of the theatre business including being a manager of the Uptown, Harlandale and Highland, San Antonio. He and his wife plan a European vacation. J. L. Watkins of Oklahoma City will succeed Hansen as manager. . . . Karl Hoblitzell, president, Interstate Theatre Circuit, was commended in a resolution adopted by the Texas House, for presenting a 54 volume set of "Great Books of the Western World" and "an appropriately bound Holy Bible" to the library of the House Speaker's office. . . . Mitchell I. Lewis has been appointed national director of advertising and publicity for McLendon Corporation, local motion picture and radio station company. Gordon B. McLendon president, stated that Lewis will be in charge of promotional campaigns for the two first length pictures to be issued by the McLendon film company, "The Killer Shrews" and "The Gila Monster," both scheduled to premiere this summer.

It was an "All Bug Program" seen at the Lackland Drive In with the films seen including "The Spider," "Black Scorpion," "The Fly," and The Birds and the Bees." . . . Mrs. Lula V. Lucchese, president of the Zaragoza Amusement Co., has opened the penthouse atop the Alameda. . . . Theo Miller owner of the Gem, Quitman, Tex., has closed the theatre and retired. He began his career in 1912 in Uvalde, Tex., and during the years operated theatres throughout the state. . . . Ramon Ruenes, owner of the Rex, McAllen, Tex., and theatres at Brownsville, Tex., was awarded \$3,067.66 in a suit against the Valley Weathermakers of McAllen. Ruenes charged that an acid descaler, used by an employee of Valley Weathermakers, was left inside the pipes for too long, causing the acid to eat through the pipes and render the air conditioning equipment unusable for two months.

### SEATTLE

Art Greenfield has been covering the Montana territory for Screen Gems. . . . Eddie K. Shimomura, Seattle pharmacist, has been appointed to the Board of Theatre Supervisors by Mayor Gordon S. Clinton. He replaces Keith Douglas, who resigned. Shimomura has served on the board of First Hill Lions Club and Japanese-American Citizen's league. . . . A new project of Northwest Releasing will be a 13-week Roller Derby, starting in June, to be held in Seattle, Tacoma, Spokane, and Vancouver, B.C. . . . Warren Slee, formerly promotion man in charge of Seattle Cinerama, is now in Chicago, handling publicity for Loew's Inc.

### WASHINGTON, D.C.

The York, West Point, Va., is now being operated by the Pitts Circuit. . . . The Liberty, Keyser, West Va., closed. . . . The Federal, Federalsburg, Md., closed. . . . Barney's, Petersburg, Va., closed. . . . The Dixie, Pocomoke, Md., is closed permanently. . . . The Rim, Hayes Store, Va., reopened.



# CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders, and replies to box numbers should be addressed to: Motion Picture Exhibitor, 246 North Clarion St., Phila. 7, Pa. (Help and Situations Wanted advertising not accepted. See "A-Man" CORNER on this page.)

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**BINGO CARDS, DIE CUT!** 1, 75-500 combinations. 1, 100-200 combination. Can be used for KENO. \$3.50 per M. PREMIUM PRODUCTS. 346 West 44th St., New York 36, N. Y.  
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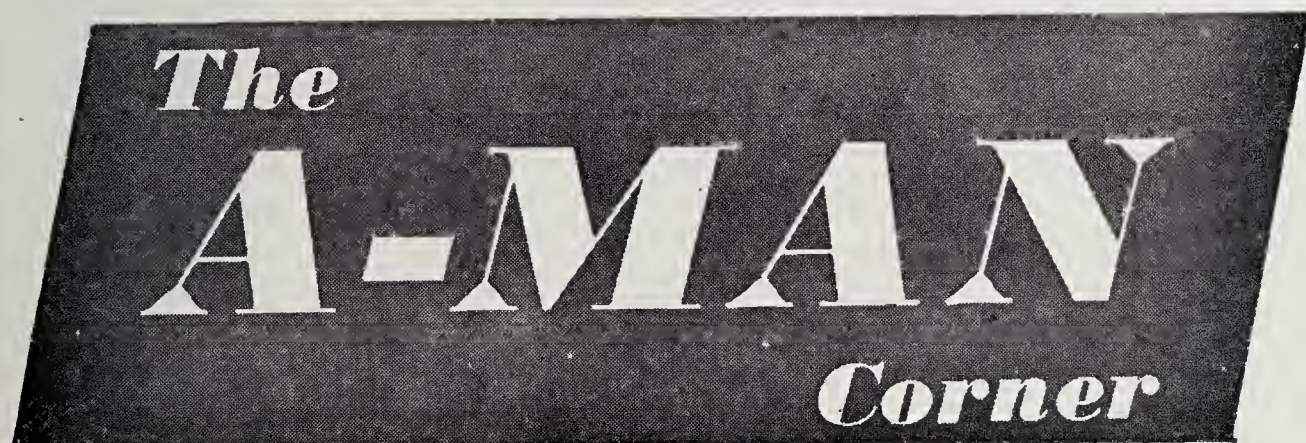
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This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

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Motion Picture Exhibitor  
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**YOU CAN'T RESIST IT!**  
IT ACTUALLY PUTS YOU IN THE PICTURE!

**HYPNO-VISTA**

AN AMAZING NEW EXPERIENCE IN SCREEN THRILLS!

**"HORRORS OF THE  
BLACK MUSEUM"**

in CINEMASCOPE

IN BLOOD-  
CURDLING  
**COLOR**

YOU'LL FEEL  
THE CHILLING  
FOG!

YOU'LL FEEL  
THE PIERCING  
BLADE!

YOU'LL FEEL  
THE ACID VAT  
OF DEATH!

starring MICHAEL GOUGH · JUNE CUNNINGHAM · GRAHAM CURNOW · Produced by HERMAN COHEN · Written by ABEN KANDEL and HERMAN COHEN · Directed by ARTHUR CRABTREE · A JAMES H. NICHOLSON and SAMUEL Z. ARKOFF Production



AMERICAN  
INTERNATIONAL  
SAID THEY HAD A  
**BIG ONE**...THESE  
BOXOFFICE FIGURES  
PROVE IT!

DID YOU HEAR  
ABOUT THE GROSSES  
IN NEW YORK?

YEAH! IT BEAT  
EVERYTHING IN  
SIGHT!

GREAT!!

FANTASTIC  
GIMMICK!

DID YOU HEAR  
THE AUDIENCE  
REACTION?

I'VE GOT  
MY TONGUE OUT  
DOWN TO MY  
SHOELACES FOR  
THIS ONE!



**MOTION PICTURE**

# EXHIBITOR

**JUNE 3, 1959**

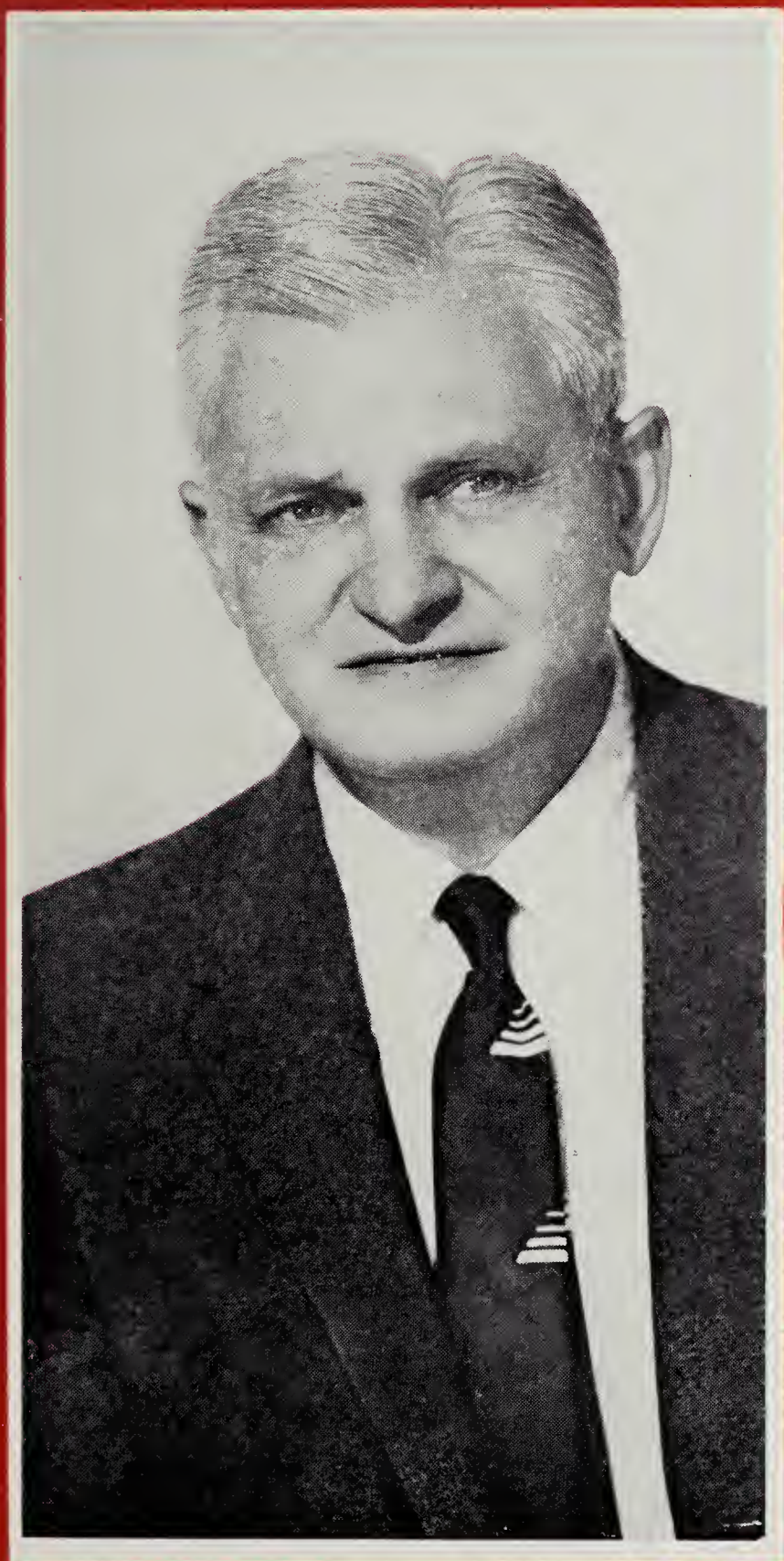
**Volume 62**

**Number 4**

IN THREE SECTIONS • THIS IS SECTION ONE

*Plus...*  
**SHOWMEN'S  
TRADE REVIEW**

Founded in 1933 by  
**CHARLES E. "Chick" LEWIS**



## **TOA Launches Technical Survey**

*(See Page 8)*

## **Crippling Taxes Killed In Ohio**

*(See Page 9)*

Jack Karp was named recently as administrative head of Paramount Studio as Y. Frank Freeman, studio head since 1938, gave up most of his duties because of persistent poor health. Karp was Freeman's assistant for 20 years.

**editorial: An Oscar For Joe Vogel . . .** *(See Page 5)*



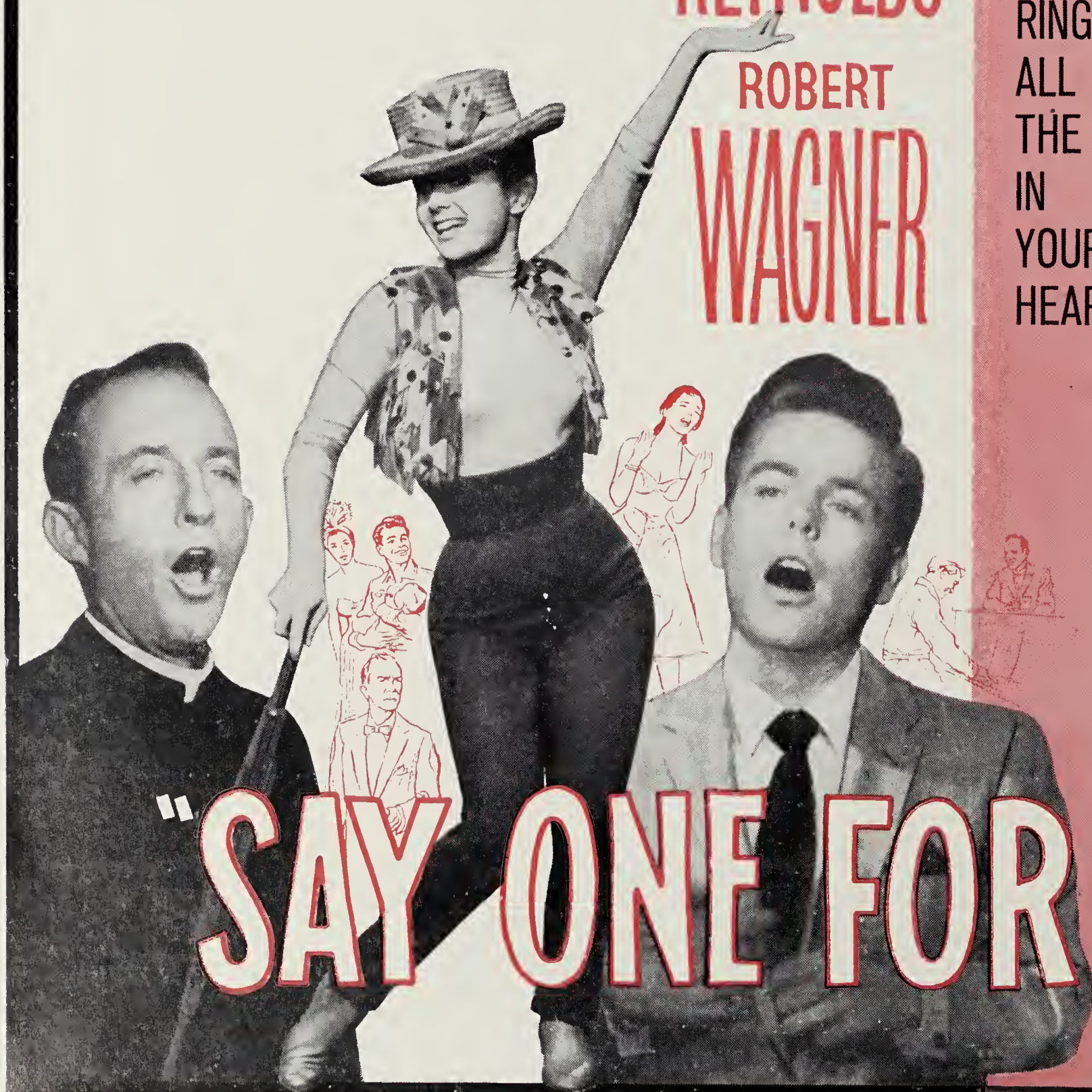
20TH'S BIGGEST NATIONAL  
PROMOTION CAMPAIGN  
TO SUPPORT ONE OF 20TH'S  
BIGGEST ATTRACTIONS!

BING  
CROSBY

DEBBIE  
REYNOLDS

ROBERT  
WAGNER

THE  
ENTERTAINMENT  
THAT  
RINGS  
ALL  
THE BELLS  
IN  
YOUR  
HEART!



SAY ONE FOR ME



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## THROUGH MAGAZINES

color ads in all the top publications, making a total more than 200,000,000 impressions—all timed to release date!

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SEVENTEEN

REDBOOK

EBONY

ARGOSY

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PHOTOPLAY

DELL SCREEN UNIT

MOTION PICTURE

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EXTENSION

BY

RAY WALSTON

# PRE-SOLD

## THROUGH BING CROSBY

## TEASER TRAILER

### AVAILABLE GRATIS FROM 20th EXCHANGES

For years the most influential salesman in radio & TV, Bing Crosby sells the picture in your theatre in his own inimitable style and with his personal endorsement. (Also in the Production Trailer from NSS.)

*Also Available*

BING CROSBY

TV TRAILERS

and

BING CROSBY

RADIO SPOTS

(plus a second style new-type Radio Spot Series right from the soundtrack of the picture!)

*See Pressbook for  
full details*

PRODUCED AND DIRECTED BY

FRANK TASHLIN

# PRE-SOLD

## THROUGH MUSIC

for tie-ins with your town's most influential promotion men—the disk jockeys—and for store window displays, co-op ad campaigns, giveaways, p.a. system hook-ups, sound-trucks, stunts, etc., here's the material available:

### TOP RECORDINGS OF TITLE SONG

"SAY ONE FOR ME" by:

BING CROSBY

*on Columbia*

DEBBIE REYNOLDS

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BILLY WARD

& THE DOMINOES

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REX ALLEN

*on Disneyland*

and others to be announced on the MGM, Decca, Mercury, RCA Victor labels

*plus*

### TOP RECORDINGS OF 6 OTHER HIT SONGS FROM THE PICTURE

by outstanding stars including the top recording names today:

DEAN MARTIN

KAY STARR

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THE FOUR LADS

*plus*

COMPLETE SOUND-

TRACK ALBUM

*on Columbia*

*starring*

BING CROSBY

DEBBIE REYNOLDS

ROBERT WAGNER

*and*

COMPLETE SCORE ALBUM

*on Disneyland*

*and*

TICKET-SELLING

SHEET MUSIC

WRITTEN BY

ROBERT O'BRIEN

# PRE-SOLD

## THROUGH PUBLICITY

front-page newspaper breaks, front-cover magazine breaks, features, syndicates, columnists, wire services have built a steady barrage of pre-opening penetration for SAY ONE FOR ME!

**BIG PICTURE!  
BIG PACKAGE!**  
Get with 20th  
today for  
the big  
show in  
June—  
and all  
Summer  
long!



COLOR by DE LUXE  
CINEMASCOPE  
HIGH-FIDELITY STEREOPHONIC SOUND



# HERCULEAN RAVES!

“Spectacularly made adventure drama. Resounds with excitement and pictorial splendors. A smash box office film.”  
**FILM DAILY**

“A box office hit. Elaborately staged. Packed with hair-raising adventures.”

**BOXOFFICE**

“Should carry a lot of weight at the boxoffice. Not since Samson has a screen hero dared such deeds.”

**M. P. DAILY**

“A spectacle designed for exploitation... it has color and action enough to fill a circus parade!”

**DAILY VARIETY**

“A sure exploitation bet. All the ingredients of mass entertainment. Lavish back-grounds, violent battle scenes and uncountable extras.”

**M. P. HERALD**

“Spectacle almost of DeMille proportions. Strong entry...boxoffice show.”

**REPORTER**

“Destined to hit the boxoffice bullseye... with the extensive and hard-hitting campaign.”

**EXHIBITOR**



# HERCULES

A  
JOSEPH E. LEVINE  
PRESENTATION

In DYALISCOPE • EASTMAN COLOR by Pathe • Distributed by Warner Bros.





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VOLUME 62 • NO. 4

JUNE 3, 1959

## THE ACE — MPA HUDDLE

AT LONG LAST, and apparently surrounded by an atmosphere of goodwill and mutual understanding of one another's problems, the hoped for meeting between key members of ACE (American Congress of Exhibitors) and an exhibitor relations committee of the MPA (Motion Picture Association) has been held. To the credit of the gentlemen on both sides, there has been a minimum of loose talk or "leaks" on what transpired. There have been general statements to the trade press, by spokesmen for each, that were handled like statesmen.

We particularly like the statement by ACE chairman Si Fabian before going into the meeting. We feel that it set an agenda that was long overdue, and established a platform on which constructive endeavors could be expected. Here is just part of it:

*"It will be our purpose to reduce tensions and to promote reciprocal understanding. We are not interested in mutual*

*extinction but in mutual salvation. There is a very wide area of common interest where we can act together for the preservation of the industry. We have been very vocal about our own troubles as exhibitors and justly so—but all is not caviar and champagne for distributors. \* \* \* I do not look for any miracles from a single conference. But if we can come out of this meeting with mutual confidence that we can work out some cooperation in individual items, then I believe much practical good will be achieved."*

If this same thinking and objective is shared by Eric Johnston, and by the other members of the MPA, there is no limit to the accomplishments that can result.

Many a small theatreman, standing precariously on the verge of losing his theatre investment, prays devoutly for help from the continuing ACE-MPA meetings.

And we are praying right along with him!

## AN OSCAR FOR JOE VOGEL

WHEN MGM PRESIDENT Joe Vogel was honored recently with a Citation for Distinguished Citizenship by New York's Mayor Wagner, we received a tearsheet from an avid reader, asking why the entire industry hadn't similarly honored him?

*"Why not an Oscar for Vogel?"* to quote our reader. *"If it hadn't been for Vogel's guts there probably wouldn't be any MGM today, just as there isn't any RKO. Don't forget, similar 'spin off' forces were at work on each. Today's scarce product would have been scarcer. There wouldn't have been any 'CAT ON A HOT TIN ROOF' or any 'GIGI'. And there wouldn't have been any 'BEN HUR' coming up. But Vogel tightened his belt, spat on his hands, and put up one hell of a scrap. The industry is a lot more healthy because he did."*

*"On the exhibition front too, there is no doubt plenty of 'star' talent that is more worthy of an Oscar than most of those lucky boys and girls who gushed all over the airways*

*on Oscar Night. But, if there was an Oscar for a distributor, believe me I'd give the duke to Vogel."*

While we were still grinning over this proposed use of an Oscar, one of the editors walked in with the announcement that it looked very much "as though Joe Vogel will win our Laurel Award as the one who did most for the industry in 1958." It seems that Mr. Vogel was running two to one ahead of all others, including Brigitte Bardot. So if this persists, the able president of MGM, who has done so much for his company and for the industry, will receive tangible evidence of his customers' appreciation through our much sought after bronze plaque.

Possibly such a Laurel Award won't be as handsome, or as world renowned, as an Oscar. But it will be given with as much deliberation.

And even more appreciation!

## AN ASIDE TO BILLY WILKERSON

OUT ON THE COAST, Billy Wilkerson will probably freely admit that his Hollywood Reporter is a producer's sheet. So we suppose we shouldn't be so surprised as amused by his recent by-lined editorial reference to "the part that high prices play in low ticket sales." Mr. Wilkerson goes on to say: "The fact remains that all three (exhibitors, producers, and distributors) have priced themselves out of business, other than on the big top hits."

Well! It might interest Mr. Wilkerson and his producer readers to know that current spiraling high admission prices are imposed *over the protests* of exhibitors. It was these protests, and these actual refusals to gouge the public for anything they might want to see, that prompted distributors to insert in the standard exhibitor contract specific sums "per adult" and "per child" that must be paid as film rental.

Of course, just below in the fine print it says that nothing

of this is to be construed as "price fixing." But, if an exhibitor must pay 60 cents per head against 60 per cent of the gross, it's pretty certain that he must charge old John Q. Public \$1.25 per head, or go out of business. Or if he must pay \$1.50 per head on a 90-10-10 deal, he must charge at least \$2.50 per head. All of this started with "THE TEN COMMANDMENTS," that was of unquestioned road-show stature, but it is standard operating procedure on a lot of pictures now—pictures that just don't rate the price increases.

Maybe it isn't price fixing. But you would need to be a Justice Department lawyer to see the difference.

And it has gotten so that \$3.50 for a Saturday night reserved seat is not unusual. That sure chases the ribbon clerks! But, unfortunately, there are so many more ribbon clerks than guys with \$3.50 to toss around.

So we're making less sales.



# Letters . . .

UNSOLICITED • The letters from readers which appear on this page are not solicited. MOTION PICTURE EXHIBITOR does not suggest questions to readers in order to provide a flow of letters.

From BROOKLYN, N.Y.

Every so often an off-beat foreign film turns up that has potentials in certain theatres where exploitation shows have done well in the past. However, such potential money-makers can prove anathema at the boxoffice if they have the foreign sound track and sub-titles. I understand there are also many class houses where better foreign pictures are handicapped for lack of an English sound track.

Where can we find out whether such films have dubbed tracks or not? Trade paper reviews are good, but don't seem to keep up with the dubbing activities.

On Nov. 13, 1957, your MOTION PICTURE EXHIBITOR reviewed "MADEMOISELLE STRIPTEASE" as having subtitles. Some time later it must have been dubbed for I now hear about a dubbed version, even though I played it with subtitles. In your Jan. 14, 1959, review of "GIRL IN THE BIKINI," you again indicate that it has subtitles, and the reader assumes that no dubbed print is in existence. But I'm told there is one.

Obviously, a distributor is not going to realize the maximum potential from his product if he fails to notify exhibitors, through such basic channels as the trade press, that different language versions are available. And many exhibitors like myself may very well be passing up the possibilities of better grosses by not being so informed.

How can this problem be corrected?

FRANK MORRIS, Manager  
Interboro's Summer Theatre

*EDITOR'S NOTE: Foreign distributors are often funny people. Few have capable advertising-publicity staffs to alert the trade press when prints are eventually dubbed. And many wait to see how their subtitled versions do before even ordering a dubbed print. We're afraid the only solution is a direct query at the time a date is entered. Or, maybe if you refused to play subtitled prints, you might force more dubbed prints to be readied.*

From ELBERON, N.J.

Due to ill health, I wish to sell my Atlantic Theatre, Atlantic Highlands, and my Marine Theatre, Highlands, N.J.

Would you please advise me which real estate brokers specialize in theatres?

MAURICE PARKS

*EDITOR'S NOTE: Try Berk & Krumgold, 1501 Broadway, New York, or Harry N. Barrist, 1505 Race St., Philadelphia. Both specialize.*

From LOS ANGELES, CAL.

Thank you very much for using the picture re the reopening of the United Artists Theatre, San Francisco for your cover story of April 29. Please accept my best wishes for the continued success of your fine trade magazine, which all of our managers receive and peruse each week.

SHERRILL C. CORWIN

Metropolitan Theatres Corporation

*EDITOR'S NOTE: It was our pleasure, but thanks!*

From POWELL RIVER,  
BRITISH COLUMBIA

After more than 30 years in distribution in western Canada, the writer is currently managing two theatres in this locale, 90 miles north of Vancouver, with two hour-long ferry jumps between. Situated on a peninsula, the town has a population of 10,000, less than 100 miles of roads, but a car in every family. A company town, Powell River boasts one of the biggest paper making mills in the world, but it also has TV. You can therefore understand how happy I was to discover a whole file of lovely pink EXPLOITATION sections, out of which I have swiped and adapted many another showman's ideas, and I'm going to do the same with many more of them.

It's a great business!

JACK REID, Manager  
McLeod Amusements, Ltd.

*EDITOR'S NOTE: We wonder how some of our big-city managers would like to operate in a spot like that.*

From NEW YORK, N.Y.

Why not do an article on the sales potential of hard ticket or roadshow merchandising? No one in the industry, except for Harry Goldberg of Stanley Warner Theatres, seems to have any conception of the intricacies of this phase of merchandising. And none seems to know how to create and sustain a heavy sale of these two-a-days.

JOHN G. PAYTON

*EDITOR'S NOTE: We don't think Harry would agree with you that he is alone in this talent, but if Harry will prepare such an article we will be happy to publish it in an early issue.*

LOOK

**186 individual  
Promotions by  
THE MOST ABLE  
Theatremen in the  
World . . . were pub-  
lished last year in the  
separate, saveable,  
and indexed . . .  
EXPLOITATION  
Section**

**5 of them won \$200  
in Cash . . . plus other  
valuable Awards . . .  
as chosen by the In-  
dustry's TOP Circuit  
Executives.**

**SEE FOR YOURSELF!**

From PERRY, N.Y.

I think all drive-in theatremen would appreciate having MOTION PICTURE EXHIBITOR ask the question: *How much are you assessed for taxation purposes, for how large or small a car capacity?*

There seems to be a wider variance on assessments than on any other one thing in drive-in operation, even though all are more or less rural in locations.

Anything you print on this, with or without names, might be helpful.

HARRY K. MARTIN, Owner  
Silver Lake Drive-In Theatre

*EDITOR'S NOTE: As farm or some other undeveloped land, shouldn't acreage and street frontage also be important? However, we do ask the question! And if there is enough interest we will prepare and publish a symposium of knowledge.*

From BUFFALO, N.Y.

The Catholic Film Center in Yonkers, N.Y. has referred us to you in the hope that you might be able to supply us with a source for good religious 35 mm. sound films. We wish to show these films in the Catholic Theatre here, and this theatre is only equipped with 35 mm. projectors.

REV. ANTHONY CALIGIURI  
Holy Cross Church

*EDITOR'S NOTE: Father Caligiuri has been supplied with a list of several dozen available 35 mm. pictures. Meanwhile, if anyone would like to suggest others, his street address is 345 Seventh Avenue.*

From LONG BEACH, WASH.

Personally I think that motion picture patrons decide today what they will see tomorrow.

I enjoy your editorials very much.

J. E. WILLIAMS  
Sunset Theatre

*EDITOR'S NOTE: In answer to the Editorial Page question "DO NEWSPAPER LISTINGS TEASE . . . OR SELL?" (May 13 issue), several dozen theatremen and circuit executives have given their opinion one way, and several dozen others have disagreed with them. So we are right where we were—on the spot!*

From DU BOIS, PA.

We resented your editorial of April 8, 1959, one hundred percent. Any more like that and we are through with MOTION PICTURE EXHIBITOR. You surely were not on the side of us hard hit exhibitors who are fighting to keep our theatres open. We are the ones who need help, but you favor the other side. As we view it, it would have been much better if you had not written such an unbiased editorial.

A. P. WAY, Owner  
Avenue Theatre

*EDITOR'S NOTE: We suppose that, of the two editorials in that issue, Mr. Way is referring to the one titled "A QUESTION OF 'EARNED FILM RENTAL'." If so, he has obviously missed the implications that are drawn. Theatremen should always be glad to pay "earned" film rental. They should only resent paying "unearned" ones, obtained by high terms when the expected audience doesn't show up. May we suggest that Mr. Way should reread that editorial again. And more slowly!*



# NEWS CAPSULES

## Light Bulb Price Rise Set By GE, Sylvania

NEW YORK — Price increases ranging up to 16 per cent on electric light bulbs were announced last fortnight by General Electric Company and Sylvania Electric Products effective June 24 and July 1.

Since theatres as well as the rest of the motion picture industry are large users and since bulbs store well, this should serve as a notice to stock up.



## BROADWAY GROSSES

### Short Holiday, Weather Hurt

NEW YORK—The fair weather over the two-day Memorial Day holiday was responsible for reduced grosses in most of the Broadway first-run spots.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the break-down was as follows:

"WOMAN OBSESSED" (20th-Fox). Paramount (\$39,435)\*—The opening week was claimed at \$32,000

"ASK ANY GIRL" (MGM). Radio City Music Hall (\$147,610)—Thursday through Sunday accounted for \$93,000, with the second week expected to hit \$142,000. Stage show.

"PORK CHOP HILL" (UA). Roxy (\$55,405)—Friday through Sunday announced as \$30,000, with the opening session heading toward \$46,000. Stage show.

"THE WORLD, THE FLESH, AND THE DEVIL" (MGM). Capitol (\$33,350)—The second week was announced as \$18,000.

"AL CAPONE" (Allied Artists). Victoria (\$22,900)—The 10th week was \$14,000.

"ALIAS JESSE JAMES" (UA). Astor (\$25,630)—Third week reported as \$20,000.

"THE YOUNG PHILADELPHIANS" (WB). Criterion second week to tally \$21,000.

"SOME LIKE IT HOT" (UA). Loew's State ninth week was \$38,095, with Sunday of the 10th week going to \$5,690.

"DIARY OF ANNE FRANK" (20th-Fox). RKO Palace reported fair returns on reserved seat engagement.

\*Figures in parentheses reveal 1958 average as compiled by MOTION PICTURE EXHIBITOR.

## A Quick Summary of All Important Industry News Condensed for the Busy Executive.

### FORMS FOR THIS PAGE CLOSED AT 2 P.M. ON MON., JUNE 1

## Monroe, Mich., Ends Era As Family Closes

MONROE, MICH.—Joe Deniston, now in his 80's, made proud the citizens of this city when he opened the doors of the plush \$75,000 Family in 1917. Last week he closed it and passersby stare at the locked doors, letterless and lightless marquee.

Joe has a feeling of nostalgia, but the old house owes him nothing. It made enough over the years so he could purchase a 200-acre farm and it also paid for the larger and more modern Monroe which is on the other side of the street. "It was good while it lasted," Joe remarked. (42 years isn't such a poor run.)

Joe, a newspaperman in Union City, Ind., knew when he saw his first nickelodeon that he had found his career. He claims he took \$480 of his \$500 savings and opened the Theatorium in Paulding, O. The payroll wasn't too bad. Mrs. Deniston sold tickets while Joe cranked the machine. The seats were half rented from an undertaker, and half boards nailed to kegs.

At first, there being no American films, product was imported. He recalls how his customers raved over early films, one in particular which was merely a moving picture of surf breaking on a beach.

By the time he was ready for bigger and better things he had shown "The Great Train Robbery."

He built and opened the first Family here in 1911. Business had grown so that in 1917 it was replaced by the Family which closed last week.

Those years, he never missed a picture he showed. His favorite actress is still Mary Pickford.

## FATHER AND SON



Eugene Picker, president, Loew's Theatres, Inc., and his son, David, executive vice-president, United Artists Records, and executive assistant to Max Youngstein, UA vice-president, are one of the best known father-son teams in the industry. Eugene Picker is the son of the late David V. Picker, a pioneer in the motion picture industry.

## Hamid Sells Five Houses

ATLANTIC CITY, N.J.—George A. Hamid, Jr., announced last week that a contract had been signed with Smith Management Company of Boston for the sale of the Hollywood, Center and Shore theatres on Atlantic Avenue and the Roxy and Virginia on the Boardwalk.

Final settlement will be on June 10, with the deal involving more than \$1,250,000.

Hamid retains control of the Warren, which is to be continued as a legitimate theatre, and the Steel Pier.

## Three Phila. Suits Settled

PHILADELPHIA—Three anti-trust suits against Paramount and the other film distributors were settled last week in U.S. District Court in the court of Judge George A. Welsh by "stipulation approved and action dismissed with prejudice."

The cases were those of the Y.M.C.A., Coatesville, Pa., Variety Theatre Company, and Ellis Theatres.



## FILM FAMILY ALBUM

### Arrivals

Larry Lucie, Buena Vista booker, Boston, and Mrs. Lucie are proud parents of a daughter, Sharon Jean, born at Lynn Hospital. It is the couple's first child.

### Obituaries

Lawrence Beatus, 74, a former executive for Loew's Theatres, died on May 29 in New York City following an extended illness. With the company since 1912, he was a division manager in the metropolitan area until he retired in 1952. He is survived by his wife and two sons.

Edward F. Cheyetz, 45, for five years assistant to MPAA's president Eric Johnston, died in George Washington Hospital, Washington, D.C., last fortnight following a heart attack. He resigned his MPAA post in 1951 to engage in the labor and public relations fields.

Abe Frank, 62, former owner of a theatre in Bridgeport, Pa., and a manager for the Fried Estate in Conshohocken, Ardmore, and Wayne, Pa., died on May 25 in Lankenau Hospital where he had been confined several weeks after surgery. He is survived by his wife, Florence, two brothers, and two sisters.

Mrs. Lillian B. Klune, wife of Raymond A. Klune, vice-president and general manager, MGM studio, died last fortnight after a long illness.

Mrs. Earle W. Long, 53, wife of the general manager of Paramount Theatres in northern California died last fortnight. Interment will be in New Hampshire.

John Laurens (Dick) Martin, 68, former Asheville, N. C., theatre manager, died May 25 at Walterboro, S. C., where he had been living with a daughter since retiring in 1956. He was active in theatre business in Asheville for 30 years, at various times managing the Paramount, State and Iris. He was also an artist. Surviving are his widow and daughter.

## Industry's Most Complete Saveable Review Section

### IN THIS ISSUE

1. The Angry Hills (MGM)
2. Battle Flame (AA)
3. Don't Give Up The Ship (Par.)
4. Gigantis, The Fire Monster (WB)
5. Girls, Inc. (Brenner)
6. The H-Man (Col.)
7. Here Come The Jets (Fox)
8. The Lonely Sex (Brenner)
9. Operation Dames (A-I)
10. Speed Crazy (AA)
11. Tank Commandos (A-I)
12. Teenagers From Outer Space (WB)
13. Woman Obsessed (Fox)



# Better Projection Campaign Launched

## TOA Mails Questionnaires To All Exhibs; Experts Ready To Advise Theatres On Their Technical Needs

NEW YORK—Exhibition's campaign to improve the quality of projection was officially launched this week when the Theatre Owners of America mailed out questionnaires for the Council for the Improvement of Theatres and Motion Picture Projection.

Questionnaires will be made available to all other exhibitors, wherein, by filling one out and returning it to TOA, they will receive free technical advice on any phase of their mechanical theatre operation from representatives of the more than 150 equipment dealers, suppliers, and service organizations serving every state in the continental U.S.

The Council, organized several weeks ago by TOA, and including TESMA, TEDA, SMPTE, the IATSE, and National Carbon, Lorraine Carbon, Altec Service, and RCA Service companies in its membership, seeks, by making free technical advice available to exhibitors, to enable theatre owners to improve the quality of the projection and sound, and the physical comfort of their theatres by obtaining maximum performance from existing equipment.

Theatre owners who ask for technical help will have a qualified expert from one of the sponsoring organizations sent to their theatre to inspect equipment. The technical expert will make his recommendations directly to the theatre owner, so that the theatremen may then make his own decision on what corrective action he will take. The Council's effort marks the first coordinated campaign by exhibitor and supply elements of the industry to improve the quality of picture presentation.

The Council's questionnaire carries the slogan "Better Projection Pays," in keeping with its declaration that unless theatres present the best possible picture with the best possible sound in the most comfortable surroundings, they cannot hope to retain and build patronage in the face of other competition for leisure hour time, including television.

The Council was organized after a survey by the Motion Picture Research Council had reported sub-par projection in 70 per cent of theatres inspected over a two year period.

George G. Kerasotes, president of TOA, in disclosing that TOA was making an initial mailing of the questionnaires, declared that "the cooperation of the movie industry's trade press has been and will continue to be instrumental in making this program succeed!"

"Because no single organization can hope to reach all exhibitors, we are relying on the help of the trade press," Kerasotes said, "to carry the message to all theatre owners that this unique, free service is at their disposal if they want to make use of it. We are deeply grateful and indebted to the trade press for its invaluable assistance."

## Montague Joins Embassy

NEW YORK — Joseph E. Levine has signed Paul Montague as mid-western press representative for Embassy Pictures. Montague will be based in Chicago where the Embassy release, "Hercules," will open simultaneously in 80 theatres on July 31.

## Century City Launched After Fox Studio Sale

HOLLYWOOD — Spyros P. Skouras, president, 20th-Fox, and William Zeckendorf, president, Webb and Knapp, Inc., New York realtors, joshed each other at ground breaking ceremonies on Century City, a real estate development to be erected on the portion of the 20th-Fox studio recently sold for \$60,000,000.

Skouras denied that his studio had sold the land because the motion picture business was not too good. On the contrary, he said, attendance at movie houses for the first five months of this year was the best in years.

Buddy Adler, executive head of the 20th-Fox studio, pointed out that the film company still retains 79 acres here and has, in addition, 2,300 acres at Malibu that can be used for motion pictures.

## House Receives List Of Blacklisted Films

WASHINGTON—Upon demand of a House Appropriations subcommittee, the U.S. Information Agency provided Congress last week with a list of 82 Hollywood-made films refused for showing in several countries overseas.

The list included "All The King's Men," "All Quiet On The Western Front," "The James Dean Story," "Somebody Up There Likes Me," "The Strange One," and "The Sweet Smell Of Success."

The agency's disapproval means that film companies cannot take advantage of a Government program which permits them to convert blocked foreign currency into American dollars for showing of their films.

The program operates in 12 countries—Burma, Chile, Indonesia, Israel, Pakistan, the Philippines, Poland, Spain, Formosa, Turkey, Vietnam, and Yugoslavia.

During hearings on President Eisenhower's budget requests for the agency, Government officials testified that some movies were giving America trouble overseas. Among those mentioned were "Blackboard Jungle," "Salt Of The Earth," and "House Of Bamboo." It was said such films were painting a false picture of the U.S. in the minds of people abroad and that something should be done about it.

Turner B. Shelton, director of the agency's motion picture service, said his agency had no control over distribution of American films; but the U.S. could say what films qualify under the currency conversion program.

It was indicated that about 40 per cent of the industry's profits came from pictures sent abroad.

## Pittsburgh Plans Telethon

PITTSBURGH, PA.—Variety Club Tent One announced last week that it will hold its eighth annual telethon on KDKA-TV on June 13-14.

The telethon will be unique in that it will be telecast before a live audience direct from the stage of the Penn Theatre.

Chief Barker David C. Silverman stated that all proceeds from the telethon will be directed towards Variety's Camp O'Connell.

## UA To Elect Directors At June 9 Meeting

NEW YORK—At the United Artists stockholders annual meeting to be held June 9 at the Astor Theatre here, 13 directors will be elected.

Board nominees are Robert S. Benjamin, Seward I. Benjamin, Robert F. Blumofe, Robert W. Dowling, Joseph Ende, Leon Goldberg, Herbert L. Golden, William J. Heine-man, Arthur B. Krim, Seymour M. Peyser, Arnold M. Picker, Robert C. Porter and Max E. Youngstein.

According to the proxy statement issued last fortnight, UA officers and directors received an aggregate \$388,736 in remuneration during the fiscal year ended January 3, 1959.

The company, the statement noted, acquired on Aug. 7, 1958, all outstanding shares of Lopert Films, Inc., from Astor Theatre Corporation, City Entertainment Corporation and Lopert Films for \$27,000 in cash, a \$178,000 promissory note maturing in one year, and the right to receive 13.75 per cent of the aggregate net profits on the films "La Parisienne" and "Maigret Tend Un Piege."

UA, for services and advances made to United Artists Associated, Inc., formed in March, 1958, with Herman Robbins holding all stock, not a UA subsidiary, will receive a fee of about 30 per cent of all UAA's gross income.

UAA has acquired Associated Artists Productions Corporation, whose assets consisted mainly of the pre-1958 Warner Brothers film library. UA's subsidiary, Gotham Television Corporation, sold to UAA 700,000 shares of AAP common stock and 34,338 warrants for another 137,352 shares for \$7,791,349.63.

Robbins has granted UA an option to buy his 11 shares of UAA stock for his cost price of \$1,100, with the option expiring March 27, 1968.

## J. J. Theatres Names Fried

NEW YORK — The appointment of Max Fried as buyer and booker for J. J. Theatres was announced last week, replacing Harold Klein. Fried leaves Liggett-Florin, where he was film buyer and booker for the last 10 years. He was formerly with Century Circuit.

Fried and his wife also took over operation of the Rock Hill Drive-In, Rock Hill, N.Y. It reopened on a seasonal basis on May 15 with "Shaggy Dog." Local personalities and dignitaries were on hand to greet the Frieds on their take-over of the 400 car operation.

## Drive-In Sues Distribs

PHILADELPHIA—The 309 Drive-in Corporation, operators, 309 Drive-In, Springhouse, Pa., filed an anti-trust suit in U.S. District Court last fortnight against Paramount, Warners, Universal, 20th-Fox, Columbia, Loew's Inc., United Artists, Buena Vista, and Allied Artists.

## ElectroVision Debts Discharged

HOLLYWOOD — ElectroVision Corporation announced last week it has obtained a discharge from the Referee in Bankruptcy for the United States District Court for the Northern District of Indiana of all pre-bankruptcy debts and obligations.



## SW Net Increases; Future Seen Bright

NEW YORK—S. H. Fabian, president, Stanley Warner Corporation, revealed last fortnight that net profit of the company in the six months ended Feb. 28 was \$2,253,700. This was 56 per cent more than the \$1,439,700 earned in the same period last year.

Fabian reported to stockholders, "There is every indication that the earnings for the quarter ending May 20 will show a substantial improvement over the earnings for the corresponding period last year."

S-W's profit for the quarter ended Feb. 28 was \$1,074,000. This was 70 per cent larger than the net of \$632,000 for the same quarter last year. Profit for the quarter was equal to 53 cents per share and for the six months, \$1.11 per share. Last year profit for the February quarter was 30 cents per share and for the six months, 69 cents per share.

Property dispositions in the six months resulted in losses of \$930,500. As the result of the losses, there will be a saving of \$500,000 in Federal income taxes. Accordingly, \$500,000 of the losses have been charged against operating income for the six months, with the balance of the loss charged to earned surplus. After deduction of a profit from the sale of securities, net charge to earned surplus was \$109,500.

## "Ask Any Girl" To Berlin

NEW YORK—MGM's "Ask Any Girl" has been selected as the official American entry at the Berlin Film Festival, which runs from June 26 to July 7.

# Ohio Theatres Win Major Victory As Two Crippling Taxes Are Killed

COLUMBUS, O.—Ohio theatres won a "major victory in the fight against a crippling taxation" in elimination of the proposed three per cent admissions tax and the three percent tax on film rentals from the Senate Bill 376, said Kenneth Prickett, executive secretary of the Independent Theatre Owners of Ohio.

In a bulletin to ITOO members, Prickett praised a number of Ohio theatremen "who devoted time and expense on trips to Columbus for appearances before the Senate taxation committee." He listed Joe Alexander, RKO division manager, Cincinnati; Frank Murphy, Loew's Cleveland division manager; Jack Armstrong, Bowling Green; Marshall Fine, Cleveland; and Sam Schultz, Cleveland. Prickett added that space didn't permit listing all who had a part in the successful fight.

Walter Kessler, manager of Loew's Ohio, Columbus, and Ed McGlone, RKO Columbus city manager, acted as capital city "anchor men" in the fight.

Prickett said that Ohio theatremen should express their thanks to members of the Senate taxation committee and Rankin M. Gibson, Gov. DiSalle's legislative assistant. Committee members include

Stephen R. Olenick, chairman, 3022 Rush Blvd., Youngstown; Ed Witmer, 1025 Prospect Ave., S. W., Canton; Anthony Calabrese, 1118 Fidelity Bldg., Cleveland; Charles J. Carney, 2405 Volney Rd., Youngstown; Milton E. Cox, 38551 Pelton Rd., Willoughby; Oliver Ocasek, 7665 Gannet Rd., Northfield; Julius Petrash, 4181 E. 187th St., Cleveland; Sherman Porter, 917 Fourth Ave., Gallipolis; William Deddens, 505 Walnut St., Cincinnati; Lowell Fess, 111 W. South College St., Yellow Springs; and Charles A. Mosher, 48 S. Main St., Oberlin.

## UA Contributed Much To "Oscar," Simonelli Reminds Feuding Wald



Abba Eban, left, Israeli Ambassador to the U.S., recently accepted the first copy of United Artists Records LP album, "Israel Speaks," from Max E. Youngstein, president, UA Records. The album, narrated by Mrs. Eleanor Roosevelt, contains a selection of speeches made by Eban before the United Nations and other international bodies.

## SBA Loan To Theatre Firm

WASHINGTON—The lone theatrical borrower among the 525 business institutions listed in the Small Business Administration report of April business was Pacific Amusement Company, Copalis Beach, Wash., who received a loan of \$12,000.

## Repeal Of Blue Laws In Ohio "Dead Issue"

COLUMBUS, O. — Repeal of Ohio's Sunday "blue laws" is a dead issue in this session of the Ohio Legislature, said Sen. Anthony Calabrese, Cleveland Democrat, sponsor of a bill to eliminate the four Sunday prohibitions on business and labor. The bill has been stalled in committee on the question of what business operations were to be considered essential.

Strict interpretation of the blue laws would mean that theatres could not operate on Sundays. The laws, passed more than a century ago, have been generally ignored. Calabrese said he hopes to have the Legislative Service Commission study the situation before the next session, two years hence.

## MGM Sales Execs Meet

NEW YORK—A three day meeting of MGM's divisional and district sales managers took place at the Astor Hotel last week. Jack Byrne, MGM's vice-president and general sales manager, led discussion of sales and promotion plans for the upcoming schedule of releases, beginning with "Ask Any Girl" and "North By Northwest" and running through the special handling of "Ben-Hur."

Joseph R. Vogel, president of Loew's Incorporated (MGM), opened the sales meeting. Top home office executives participated in the discussions along with division and district sales chiefs.

NEW YORK — Charles Simonelli, head, Advertising and Publicity Directors Committee, Motion Picture Association of America, last fortnight called upon producer Jerry Wald to "set the record straight" as regards misleading statements he made in regard to United Artists' contribution to the Academy Awards telecast.

Simonelli reminded Wald that UA's Roger Lewis had worked long and hard on the merchandising and public relations campaign for the Awards telecast and that he had many meetings, along with Jerry Pickman, of Paramount, to work out details both with the Academy personnel and with NBC.

In his letter to Wald, Simonelli said, "It is difficult for me to understand your utter lack of recognition of United Artists' contribution to the success of the overall Academy project. Certainly Lewis represented United Artists and had the full endorsement of his actions by his immediate superior, Max Youngstein. These actions not only represented Lewis' time and devotion to the Academy event, but also United Artists' willingness to participate in member expenditures which were so necessary for the success of the merchandising and public relations campaign."

Wald, who has been feuding with Youngstein over the Awards telecast, had said that "UA was the worst offender in failing to lend assistance in the assembly of the television event."

Simonelli said this statement was "particularly misleading as it tended to make the reader believe that United Artists made little or no contribution in connection with the recent Academy Awards telecast."

## Exhib's Appeal Upheld

WASHINGTON—The Supreme Court ruled last fortnight that a Federal District Court of California erred in denying a jury trial in Beacon Theatres, Inc., suit against Fox West Coast Theatres, which alleged violation of the antitrust laws by monopolizing first-runs in an assertedly non-competitive area.

Beacon asked for a jury trial on a cross-claim seeking treble damages, but Fox contended, and the court agreed, that injunction actions are tried to a judge and not a jury, and that a judge, having assumed jurisdiction, could proceed to settle damage actions as well as rule on restraining pleas.

The High Court held that the constitutional right of trial by jury can be dispensed with only by consent of all parties.

## Para Signs Producers

HOLLYWOOD—Jack Karp, vice-president and administrative head, Paramount studio, announced last fortnight that Melville Shavelson and Jack Rose will make six to 11 pictures for the company over the next several years under a new agreement, with the first to go into production in Italy in mid-August.

## Golden Elected AB-PT V-P

NEW YORK—Jerome B. Golden has been elected a vice-president of American Broadcasting-Paramount Theatres, Inc., it was announced by Leonard H. Goldenson, president of the corporation.

Golden is secretary and general counsel of AB-PT and has been associated in its legal department and previously with Paramount Pictures, Inc., since 1939.



# First Year Of Legal Bingo In N.Y. Brings Net Profit Of Million-Plus

ALBANY—A net profit of \$1,016,527 was realized by operators of bingo games during the first year of the legalized game in New York State, the State Lottery Control Commission disclosed. Bingo was played by 1,357,191 persons on 6,571 occasions. They paid \$4,310,632 and received prizes totaling \$2,861,547.

The Lottery Control Commission pointed out that many of the larger communities did not adopt bingo ordinances until last November. Nearby Schenectady, with a population of some 90,000, was among them. Troy, located six miles from Albany and having a population of 70,000, has not yet approved bingo.

Legalized bingo did not start in New York City until Jan. 1 last. The first year's figures represented in the main small communities, the State agency pointed out.

The figures showed a net profit ratio of approximately 25 percent for bingo operators. This is much higher than the rate for race-track operators, the only other group that can legally conduct gambling in New York City. The track operators take 15 percent of the betting dollar, but they are required to split this with the state.

Richards Hannah, in an interview over Stanley Warner-owned WAST-TV, Albany, last winter, predicted eventual returns many times greater than those expected the first year, based on New Jersey's experience with bingo plus the fact New York State's population is much larger.

Bingo was legalized on a local-option basis, for sponsorship by non-profit organizations, by amendment to the State Constitution which the voters approved in November, 1957. Since then, the State Comptroller has received \$91,120 in licenses fees; the various municipalities where bingo is played received a similar amount.

A local as well as a state license is required to stage bingo.

## Directors Name Prexy

NEW YORK—Charles H. Wasserman, staff director, Television Graphics, was named president of the Screen Directors International Guild last fortnight at the annual membership meeting. He succeeds Howard T. Magwood, Filmways, Inc.

Jack Glenn was elected first vice-president; Magwood, second vice-president; Bert Lawrence, secretary; and Joseph Lerner, treasurer. George L. George continues as executive secretary and Erwin Feldman as general counsel.

By unanimous vote the members endorsed a resolution introduced by the executive board recommending the approval of the general basis for affiliation recently reached in Hollywood between representatives of SDIG and the Screen Directors' Guild of America. Under this proposal SDIG will become the New York branch of SDGA.

## Dana Exits U.S. Films

NEW YORK — P. T. Dana has announced his resignation effective immediately as president of U. S. Films, Inc., an independent film distributing organization with offices in Pittsburgh, Philadelphia, and Washington. He will announce a new affiliation shortly.

Dana had previously been eastern sales manager of Universal Pictures Company.

## Soviet Films Tax-Free Treasury Dept. Decides

WASHINGTON — The Treasury Department ruled last fortnight that payments of the 30 per cent withholding tax on foreign companies' earnings in this country will not apply to U.S.S.R. films approved under the recent U.S.-Soviet film agreement.

The ruling apparently clears the way for early American distribution and showings of the Soviet films already selected for showing in this country. The Treasury ruled that the payments would be considered as going to a foreign government and therefore tax-free.

## Warner Not Required Until August In Suit

WILMINGTON, DEL.—Vice Chancellor William Marvel has informed attorneys that he will not require Jack L. Warner to present himself for the taking of his deposition in mid-June.

In the Court of Chancery action by Sara Keyser of New York, a stockholder in Warner Bros. Pictures, Inc., seeking to block exercise of certain stock options granted at the annual meeting, the Vice Chancellor told counsel he had read Warner's affidavit in support of his motion for an order postponing the taking of the deposition in New York City in mid-June.

"This case, which in other phases is concerned with grave jurisdictional questions involving other defendants, will not be ready for trial for some time," the Vice Chancellor said. "I am also satisfied that Mr. Warner's commitments including those having to do with national defense will keep him fully occupied until mid-August. He offers to present himself in New York on Aug. 17 at no expense to plaintiff for the giving of his deposition as an individual defendant and as president of Warner Bros. Pictures, Inc. I consider this offer a fair and reasonable adjustment of plaintiff's legitimate rights and defendant's reasonable request not to be unnecessarily pressed during a particularly busy period in his business and public life."



James A. Farley, chairman of the board, Coca-Cola Export Corporation, is seen chatting with Charles Okun, Coca-Cola Company, during a recent reception and luncheon at the Lotus Club, New York City, given by the Coca-Cola Company to salute a new TV show.

## Ex-IPC Officers Ordered To Testify

NEW YORK—Federal Judge Sidney Sugarman, U.S. District Court for the Southern District of New York, ruled last fortnight that former officers of a plaintiff corporation who resigned on advice of counsel to avoid testifying in pre-trial depositions as plaintiff executives must submit themselves for pre-trial examination as "managing agents."

He denied a motion by the plaintiffs to debar the defendants from examining Herbert Biberman, former president, Independent Productions Corporation and IPC Distributors, Inc., and Paul Jarrico, ex-secretary-treasurer of the same two plaintiff corporations.

The motion was made in connection with the pre-trial of IPC and IPC Distributors vs Loew's Inc., et al, anti-trust suit under the Sherman Act for treble damages in the sum of \$7,500,000. More than 100 defendants are named in the complaint including the major distributors as well as operators of motion picture theatres, film and sound track processors, trade organizations, labor union officials, and a member of the Committee on Un-American Activities of the House of Representatives.

The plaintiffs have charged the defendants with interfering with the production, distribution, and exhibition of the motion picture, "Salt Of The Earth." It is charged that the alleged interference was inspired by a desire of certain defendants to obstruct anyone seeking to employ certain "black-listed" persons, among them Michael Wilson, Biberman, and Jarrico, the writer, director, and producer respectively of the film. All three have been previously identified as Communists before the House Un-American Activities Committee, as has Ben Margolis, one of the organizers of IPC and counsel for both plaintiff corporations.

## AIP To Roadshow "Sheba"

HOLLYWOOD—"Sheba and the Gladiator," color spectacular starring Anita Ekberg, will be the first American International Pictures release to be shown on an advanced admission, extended run roadshow basis, it is announced by James H. Nicholson and Samuel Z. Arkoff.

Simultaneous pre-release premieres will be set up for Aug. 5 in 30 key city hard-ticket houses on AIP's most expensive feature release to date. The Ekberg starrer was filmed in Italy at a cost of \$1,500,000.

Leon P. Blender, AIP general sales manager, is on a national swing to set up the 30-city roadshow. All engagements will be set and supervised by Blender, Nicholson and Arkoff.

## Radio City Scholarships

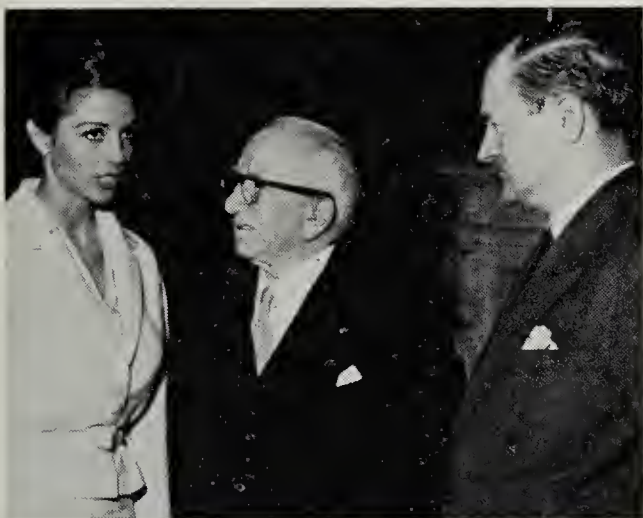
NEW YORK — Twenty-four scholarships in the theatre arts have been awarded by the Radio City Music Hall Corporation to 12 employees and 12 children of employees under its continuing program of scholarships instituted in 1956. The Music Hall's scholarship program is limited to employees and minor children of employees.

## Phila. Suit Settled

PHILADELPHIA—A suit pending since 1956 by 20th Century-Fox exchange against the Viking was settled last fortnight as it was about to reach court.

The theatre is reported to have paid the film company \$29,183 in settlement. The case involved film rental for "The Man In The Grey Flannel Suit."





Dana Wynter, Sean T. O'Kelly, president of Ireland, and MOTION PICTURE EXHIBITOR's Jock MacGregor are seen at the recent official reception at the Presidential Residence on the occasion of the world premiere of United Artists' "Shake Hands With The Devil."



## The NEW YORK Scene

By Mel Konecoff

**NEW PROMOTION AND ADVERTISING NOTE:** The first motion picture sponsorship of a prizefight was set last week with the acquisition for \$100,000 of the radio broadcast rights to the Floyd Patterson-Ingemar Johansson heavyweight contest by the Mirisch Company and United Artists from the TelePrompTer Corp. The deal was made in behalf of the multi-million dollar film, "The Horse Soldiers," starring John Wayne and William Holden, with the fight taking place at Yankee Stadium on June 25. The picture is scheduled to open here the following day.

Representatives of the three companies made the joint announcement at a press luncheon at Toots Shor's, and it was said to be the largest amount ever paid for the broadcasting rights to a title bout. It was estimated that the largest audience ever for this kind of event will be tuned in.

There will be no home television of the fight, and some 200 theatres will carry the event on a closed circuit basis from TelePrompTer. UA and Mirisch were happy over this first as well as over being able to tap a "new" audience for the film and a large one. Incidentally, UA will also release a special fight reel after the bout to all theatres as they have done following other events of this nature.

We've been told that the most expensive "radio announcers" in history will be at the microphones at the Stadium, namely John Wayne and William Holden. Naturally, they'll plug "The Horse Soldiers."

**THE METROPOLITAN SCENE:** The Odeon at Broadway and 47th Street will undergo a face-lifting as well as a change of name according to Charles Moss, president, B.S. Moss Circuit. The new name, the Forum, will go up on a new marquee. Reason for the change in title stems from a request by the Rank Organization, former owners, for the abandonment of Odeon, which they claim is a world-wide identification for theatres owned by the Rank Organization, and therefore unsuitable for an independently owned American theatre. First attraction under the new set-up is Columbia's "The Middle of the Night" . . . . A review of films made by John Ford will be the next series at the Museum of Modern Art, says Richard Griffith, curator of the film library. It follows the current Marlene Dietrich series and will start early in June . . . . Crystalette Records joins other disc companies in presenting the title tune from "The Five Pennies" . . . . The young Hollywood stars making the cross country tour on behalf of "The Young Philadelphians" were feted at a party at the Playbill Restaurant. Youngsters across the country, we were told, had no difficulty recognizing such people as Erin O'Brien, Jack Kelly, Connie Stevens, Roger Smith, Ty Hardin, Alan Hale, Jr., Peter Brown etc. . . . The Roxy is trying a change of pace and putting in vaudeville with variety talent being starred. The first show starring "The Goofers," Helen Halpin, Darryl Stewart, and M'Kay and Charles got under way May 29.

### SDG Okays Assistance Plan

**HOLLYWOOD**—The Screen Directors Guild last week gave retiring president George Sidney the final okay at its annual membership meeting on a voluntary assistance association "to make sure that each needy member who qualifies will be guaranteed an aggregate income of \$350 per month, with SDG supplying \$200 of it or whatever lesser amount may be necessary."

To qualify, members reaching 65, and who have maintained active membership for 10 continuous years, will be eligible. Social Security and other income will be deducted from the \$350 monthly figure, and the Guild will supply the difference.

The membership voted to proceed with the steps necessary to complete the affiliation of the New York Screen Directors International Guild with SDG.

Frank Capra was elected to succeed Sidney as president.

### UJA Honors Krim

**NEW YORK**—Arthur B. Krim, president, United Artists, was honored last week at the annual luncheon for the United Jewish Appeal for "his devoted efforts on behalf of many great humanitarian causes." He was presented with an inscribed silver bible.

Over 350 industryites were in attendance and expressed support for the UJA's 1959 campaign.

Irving H. Greenfield, Loew's, Inc., chairman of the UJA amusement division, presided at the affair, addressed by Major S. Robert Abrahami, Israeli industrialist, who outlined conditions overseas.

### AA Loss Decreases

**HOLLYWOOD**—George D. Burrows, Allied Artists vice-president and treasurer, announced last fortnight that operations of the company and wholly owned subsidiaries for the 39 weeks ended March 28, 1959, shown by the books without audit, resulted in a net loss of \$190,424 before Federal income taxes as compared with a net loss of \$201,980 for the same period for the preceding year.

Gross income for the period amounted to \$10,247,689 as compared with \$12,248,336 for the prior year.

### Tri-States Convention Set

**MEMPHIS**—Tri-States Theatre Owners of Arkansas, Tennessee and Mississippi will hold their annual convention here on Sept. 22-23, it was decided last fortnight by the board of directors meeting with president Lloyd Royal.



## LONDON Observations

by Jock MacGregor

**THIS IS ALL** rather embarrassing. I was personally involved in what I am assured was the biggest movie event of the week, and rather than be scooped, I must just write about it! More than 100 film and newspaper personalities flew from Hollywood, New York, and London to Dublin for the world premiere of "Shake Hands With the Devil."

And Dublin, noted for its hospitality, was en fete. Everyone wanted to give a party in celebration of the birth of the Irish film industry. The president of Ireland received George Glass, Walter Seltzer, Marlon Brando, Sr., and newspaper and trade press representatives at his official residence. Lord Moyne gave a lunch at the Guinness Brewery, and the Irish Tourist Board held a buffet lunch.

The evening saw the first jet age party. A BEA Viscount brought 60 stars, columnists, newspaper and TV cameramen from London in evening dress and got them back not much later than if they had gone to a West End premiere. A champagne dinner was served in the air, and UA's Monty Morton proved a beaming host, judging by the photos. Incidentally, we had attempts by a young actress to be the first "jet crasher." Though she hadn't been invited, she phoned to ask when the car would call to take her to the airport!

By one of those very strange coincidences the last premiere with which I was associated through Hollywood friends was "The River." Then I invited along an unknown actress who had just arrived from Rhodesia. Her photo made the next day's papers. Dana Wynter was the name, and this time it was her premiere, but no starlet eased her out of the newspaper coverages. How nice it is to find an actress who does not forget. She remembered all the photographers and columnists who had helped her in the early days. She is an example to many.

A man I was very pleased to meet in Dublin and again in London was Ernie Emerling, advertising-publicity director for Loew's Theatres, who was taking more than a professional interest in all that he saw. "Shake Hands" is bypassing Broadway as George and Walter do not hold with the terrific overhead involved and is going straight to the Loew's and other release theatres.

**SOMETHING QUITE NEW** in film, or to be more exact Variety Club, promotions is shaping up. There is to be a sponsored race meeting at Sandown on Sept. 12. The first meeting of the committee was held under Irving Allen's chairmanship.



## ALBANY

Tony Randall was in Gloversville, N. Y., and joined with Schine Theatres in publicizing "The Mating Game" and Chamber of Commerce's four-day Spring "Street Fair". He made a personal appearance at the Glove. The star was accompanied by Albany MGM branch manager Edward Susse. . . . The 450 car drive-in under construction by Peter Carellas at Greenville, Greene County, will be serviced by buyer and booker Raymond Smith, retired Warners branch manager. . . . Max Fried, Liggett and Florin, New York booking-buying organization, took over the Rock Hill Drive-In, near Monticello, Sullivan County, reopening on a week-end schedule. . . . Sylvan Leff has added the Vail Mills Drive-In, near Gloversville, to his list of operations. . . . Joseph Mirasola reopened the Starlight Drive-In, Pottersville, as Glendale Drive-In. . . . Albany Variety Club will co-sponsor with Schine-owned Station WPTR a "Tower Of Talent" recording artists show at Hawkins Stadium, Menands, on June 29 for the benefit of Camp Thacher, mountain camp for underprivileged boys.

## ATLANTA

Hubert Matthews, head, Air Express Service Benton Brothers Film Express, is the proud father of a new baby boy. . . . Mrs. Rose Lancaster, Peachtree Productions, is back at the office following a spell at a local hospital. . . . Danny Kaye was in for promotion of Paramount's "The Five Pennies." . . . Tom Colman, Jr., is new owner, Princess, Jacksonville, Ala. . . . Hugh Prince, former booker of Co-At-Co Theatres, Toccoa, Ga., is now in Haines City, Fla., affiliated with Floyd Theatres. . . . George Thornton, owner, Pastime, Winfield, and Gu-Win Drive-In, Guin, Ala., is recuperating in a Birmingham, Ala., hospital. . . . Charlie Clark, veteran film man here for many years, died in Bellevue Hospital, New York City.

## BOSTON

The Fenway, announced as closing, is continuing on a week to week basis playing exploitation films, until the negotiations for new ownership are completed. . . . Jack Rosenberg has been elected president, Local 182, IATSE. Other officers include Walter Diehl, vice-president; Benjamin Bearman, financial secretary; Thomas Buckley, recording secretary; Gilbert Greek, treasurer; Ralph Frazier, business representative; Hymen Dinerstein and Morris Goldman, executive board; Michael Guiliani, trustee; and Albert Goldman, Fred Harris, Fred Jones, Frank Moore, and Edward Nuzzolo, seniority board. . . . Malcolm Green, Interstate Theatres Corporation, and Edward S. Redstone, Northeast Drive-In Theatres, Inc., have accepted the co-chairmanship of the annual regional convention of Independent Exhibitors, Inc., and Drive-In Theatre Association of New England at the Mayflower Hotel, Plymouth, Mass., on Sept. 16-17. . . . Phil Bloomberg has closed the Orpheum Theatre, Danvers, Mass. for the summer months, expecting to reopen after Labor Day. . . . Roger Mintz, son of MGM's projectionist Julius Mintz, has left the shipping room at Columbia to enter the Army. . . . Commander Norman Zalkind, USN, owner, Strand, Fall River, has reported for annual training aboard the USS Willis A Lee. . . . To celebrate its 40th Anniversary, United Artists held an open house at its Boston headquarters, hosted by branch manager Harry Segal and the staff. There was a screening of "Hole In The Head" followed



Jean Seberg, subbing for the film's star, Doris Day, forced to return to Hollywood by illness, recently appeared at the world premiere of Columbia's "It Happened To Jane," Astor, Boston. She is seen being interviewed by a reporter from Radio Station WEIL in the lobby as Monsignor George Kerr, who sponsored the premiere as a benefit for the St. Francis de Sales Church, Roxbury; Columbia Pictures New England division manager Harry Rogovin; and Robert S. Ferguson, Columbia's national director of advertising, publicity, and exploitation, looked on.

by cocktails, h'ors d'oeuvres, and a huge birthday cake at the branch office. About 150 exhibitors, circuit personnel, buyers bookers attended. . . . Built five years ago, the Clinton Drive-In has been leased by owners Si Queen and others to three newcomers, Harold Vanesse, Ed Whitney, and Jack Richards. . . . All industry golfing enthusiasts are invited to attend the annual Golf Outing at Woodland Country Club, Auburndale, June 8. . . . Young Eddie Hodges, featured in "Hole In The Head," spent two days in town escorted around by Joe Mansfield, U A publicist. . . . Francis J. Cahalan, formerly at Concord Drive-In, Concord, N. H., and Braintree, Braintree, Mass., and Lockwood and Gordon Enterprises, Boston, is now booker and buyer for the Claremont Drive-In, Claremont, N. H., under James O'Neil.

**PROVIDENCE, R. I., NEWS** — After a lengthy illness, G. Fred Aiken, Rhode Island correspondent for this publication, has completely recovered and resumed his former post. . . . Because of widespread demand, "South Pacific" has come back for a return engagement at the popular Elmwood. Jim Randall, manager, broke all records for continuous Rhode Island screenings with this TODD-AO attraction when it originally played here. . . . The surrounding open-airers have got off to a good start for the 1959 season. . . . The Shipyard Drive-In has recently opened a giant 'midway' offering 25 free attractions. Included in the array of attractions are a nine hole miniature golf course, miniature train ride, ferris wheel, merry-go-round, swings, slides, and many other entertainment features.

## BUFFALO

Robert Barron, star of "Tank Commandos," has formed a producing company to make films along the Niagara Frontier. The name of the company is Saber Productions, Inc. The first film will roll next month. Barron will direct. The working title is "Draw To An Inside Straight." What moves Barron to set up a segment of Hollywood in Buffalo? "Economy," he says, "Escape from prohibitive technical charges." . . . George H. Mackenna, general manager, Basil's Lafayette, is celebrating his 59th birthday and 40 years in Niagara Frontier show business. . . . A super-special birthday party, with groaning board, champagne, and many toasts enlivened the usually sedate

exchange of United Artists. The festivities, organized by Burt Topal, Buffalo branch manager, and his office chief, Francis Maxwell, were duplicated in other cities all over the world. The event celebrated the birth of U A 40 years ago.

## CHICAGO

Mr. and Mrs. Robert Strauss, owners, Midway Drive-In, near Benton, Ill., purchased the Fox Capitol. The names of both theatres will be changed to Strauss. Leo Kuch, manager, Capitol, is being reassigned by Fox Midwest. . . . Francis "Bud" Walker took over management of the Streator Drive-In, near Streator, Ill. . . . Gene Gutowski, Polish films distributor, is seeking reappraisal of "Eighth Day Of The Week," rejected by the Censor Board. . . . The Palo, Cedar Lake, Ind., reopened. . . . DCA has consolidated all its outlying offices at 60 E. 13th Street here. . . . N. S. Barger, who pioneered the drive-ins in this area, is convalescing after hospitalization. . . . William Devaney, MGM division manager, attended a meeting of the company's exchange managers in New York City. . . . The Better Films Council elected Mrs. William D. Meister as president. . . . Joseph and Friedman's have secured a 52-acre tract on Lincoln Highway near Cicero, Ill., for a new drive-in. . . . Harry Jones came in from Florida to take over management of his Fairfield Drive In, Fairfield, Ill., and the outdoor he owns at McLeansboro, Ill. . . . Duneland Associates purchased 36 acres for the construction of a 1,000 car drive-in at East Gary, Ind., to be known as The Dunes. . . . Barry Freed and Paul Lazzaro have been added to the B and K publicity staff. . . . Rodgers Theatres, Cairo, Ill., is building a new house to replace their Rodgers, Carbondale, Ill., which was destroyed by fire. . . . James Thompson, Concordia Films, is proud of a new baby daughter, Carol Lynn. . . . After 25 years of service, Marie West is retiring from Clark Film Delivery Service.

## CINCINNATI

Robert McNabb, 20th-Fox branch manager here during the last seven years, who is being transferred to Detroit as branch manager, was guest of honor at a dinner attended by over 200 executives and exhibitors from this and other cities. Arrangements committee included local Film Row branch manager Donald Hicks, Paramount, chairman. . . . MGM executives in on business included Burtus Bishop, Jr., assistant general sales manager; Emery Austin, advertising department; and Jerry Turner, publicity, all from New York City; J. J. Maloney, central divisional sales manager, and branch managers Jack Sogg, Cleveland, and Foster Jauker, Indianapolis. While here, the group viewed "The Mysterians," scheduled for saturation bookings in this area beginning June 10. . . . Downtown Capitol, for third successive year, is offering a "weekend package deal" this summer for area residents. It includes tickets for Cinerama film "South Seas Adventure" at Capitol, a baseball game, and hotel reservations.

Nate Schultz, Cleveland theatre operator, is the new owner of the Columbia, Portsmouth, O. He purchased the house from C. J. Velas, Bellaire. George Long, also of Cleveland, was named new manager of the Columbia, succeeding Arthur R. Schwartz. The latter is relocating in Florida. The Columbia is one of two theatres in downtown Portsmouth. There is a 10-year lease on the building, which runs to 1964.



# ON HAND!

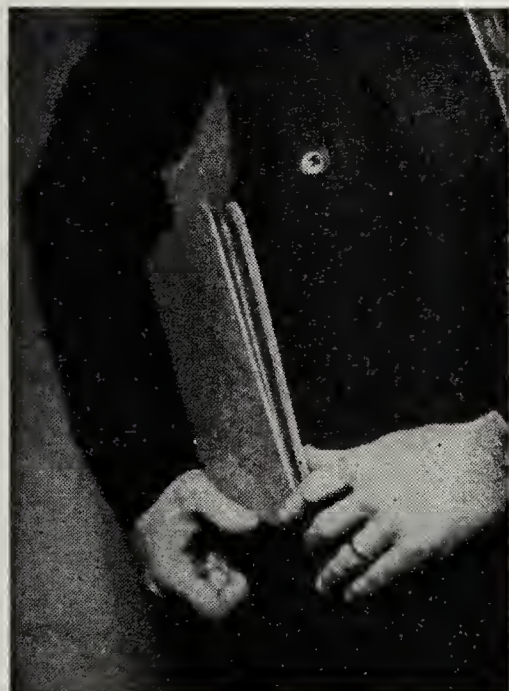
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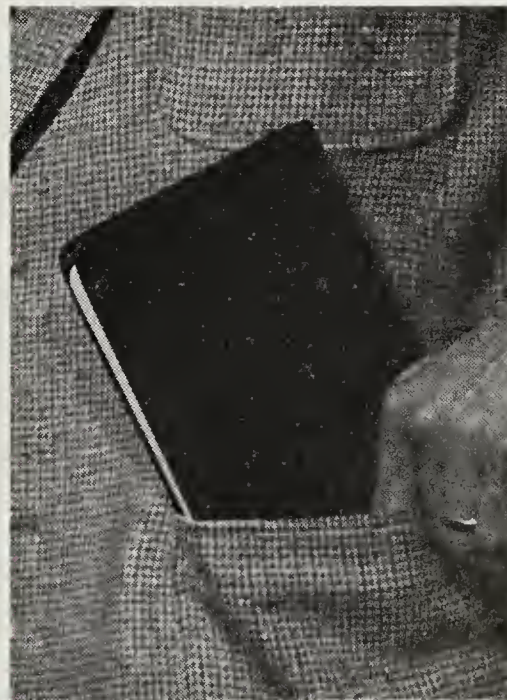
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# CAPTURED THE EYES

## The Story Behind 'Cordura'

It began with a forgotten but fascinating fight between rival forces years ago and ended well, perhaps it hasn't ended yet.

By WILLIAM SCHNEIDER

THE STORY OF "CORDURA," a Columbia Pictures production, is a tale of a forgotten but fascinating fight between rival forces years ago and ended well, perhaps it hasn't ended yet.

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## MAJOR HOMER'S MEN WHIP VILLAIN'S BAND

Karl and Duke O'Brien led  
Mosses' men to the top

By WILLIAM SCHNEIDER

THE STORY OF "CORDURA," a Columbia Pictures production, is a tale of a forgotten but fascinating fight between rival forces years ago and ended well, perhaps it hasn't ended yet.

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By Mel Konecoff  
New York Editor

Regular readers of the Sunday Times were greeted with something "extra" a little more than a week ago. It was a 16-page magazine supplement devoted exclusively to "They Came to Cordura," which Columbia Picture plans to release in the fall.

This reporter sat in on a preview of the supplement prior to its publication date. At the Columbia home office, Paul Lazarus, Jr., vice-president in charge of advertising and publicity, together with associates Jonas Rosenfeld, Jr., executive in charge of advertising and publicity, and Bob Ferguson, national director of advertising, publicity, and exploitation, explained the thinking and motivation that went into the \$50,000-plus outlay.

As Lazarus opined, you no longer can take a major picture, run a trailer on it and hang a one-sheet in the lobby, and expect success. Pictures these days must be sold as is any major product on the market—over a long period and with proper preparation and penetration.

"Cordura" will be released in September or October, but the campaign is getting started in mid-May for the "deepest kind of penetration."

One of the best "penetrators"—after a careful study of the available media and the goal to reach exhibitors, press, and the public—seems to be the Sunday Times, said Lazarus, which has a circulation of 1,350,000 but over three million readers.

In addition to its appearance in the paper, more than 50,000 copies of the supplement have been sent to important opinion makers throughout the world. Covering letters went with each mailing to motion picture editors, critics and columnists, exhibitors, radio and TV commentators, Columbia stockholders, important people in the financial world, business and advertising columnists of newspapers, and others of influence here as well as abroad.

William Schneider, vice-president of Col-

umbia's advertising agency, Donohue and Coe, termed the supplement a "hard-soft sell." The object is to try and make customers for the movie, and everyone believed that this would be accomplished.

The cost is equivalent to a single page in color in a large national magazine. It was felt that the reader audience in the latter would be general in nature whereas the Times readership is a selected one as well as one of influence. National magazines, it was reported, have not been abandoned, but rather the various media will be used as needed and as the campaign is further unveiled.

Since this is the kick-off of the campaign, it stands to reason that more money is to be spent as release time draws near. Lazarus estimated the total advertising and promotion budget could well amount to \$500,000 or \$750,000.

The supplement meets the desire of the public for more and better information on forthcoming films of special interest, opined the Columbia executives. It reveals why the book was written, why it was selected to be made into a high budget film, how it was filmed, and what it is about. There are stories and pictures of the production, location, and the people involved.

Producer William Goetz happened to stop in between planes, and he seemed awed and impressed by the presentation, stating that in all his years in the business he has never seen a more fruitful or aggressive start to a campaign.

The filming of the story itself set a few precedents in movie-making. It is only 600 miles from Hollywood to St. George, Utah. The distance is negligible in this age of lunar probes, but in character, mood and looks, Hollywood and St. George are in two different worlds.

It is unlikely that anyone ever came to St. George seeking fame and fortune. It is a small town of 4,562 people, of which few people outside Utah have ever heard. But Hollywood has nothing to compare to the



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**THE NOVEL THE CRITICS CHEERED!**

The story is the latest one of a series of books by Glendon Swartscout, a writer who has won the Pulitzer Prize for his novel "Hombre." The book "They Came to Cordura" is a tale of a forgotten but fascinating fight between rival forces years ago and ended well, perhaps it hasn't ended yet.

Soon on sale everywhere - drug stores, air, bus, and rail terminals, five and ten cent stores, super markets book stores, newsstands—everywhere!

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**The New York Times**  
 MAY 24 1959 • SECTION 10  
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**THEY CAME TO CORDILERA**

*A special supplement about a nation's glaciers.*



**COLUMBUS, O., NEWS**—"Miss Firefighter," the Columbus girl chosen to reign at the annual Firemen's Ball, will be awarded a trophy sponsored by Shirley MacLaine, star of "Ask Any Girl," coming to Loew's Broad. Walter Kessler, Loew's Ohio manager, is directing promotional and publicity activities

for the benefit dance, with proceeds going to the Firemen's Benefit and Athletic Associations. . . . Leo Yassenoff, Academy-Neth Circuit, won an award from the Hillel Foundation of Ohio State University "for service and devotion." Yassenoff also was named an honorary director of the advisory board.

## Film Exchange and Dealer Listing for the NEW YORK FILM TERRITORY

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### • Film Distributors

#### ALLIED ARTISTS, 630 9th Ave.—PLaza 7-8420

Br. Mgr.: Nat Furst. Asst. Br. Mgr.: Jack Farkas. Office Mgr. and Head Baaker: Etta V. Segall. Baakers: John Shields, Lou Olshan. Cashier: Norman Benchik. Emerg. Phone: PLaza 7-8420.

#### AMERICAN INTERNATIONAL, 630 9th Ave.—CI 6-1717

Br. Mgr.: George Waldman. Sales and Baaker: Herman Schwartz. Cashier: Ruth Kapf. Emerg. Phone: Schwartz, LU 4-0445.

#### BELL, 630 9th Ave.—Circle 6-1383

Br. Mgr.: Sid Kulick. Head Baaker: Florence Michaelson.

#### JOSEPH BRENNER, 251 W. 42nd St.—LO 3-3270

Br. Mgr.: Joseph Brenner. Office Mgr.: Alberta D'Angela. Emerg. Phone: BEnsanhurst 6-8824

#### BUENA VISTA (Disney), 477 Madison Ave.—PI 9-3880

Asst. Eastern Div. Mgr.: Lea Greenfield. Sales: David Burkan. Baaker: Vita Sperti. Emerg. Phone: Nane.

#### COLUMBIA, 630 9th Ave.—Circle 6-0900

Br. Mgr.: Saul Trauner. Office Mgr.: Phil Greenspan. Sales: John Wenisch, Jules Rieff, Lou Steisel. Head Baaker: Katherine Becker. Baakers: Irving Baran, Dave Jacobs, Arnie Lewis, Phil Winnick. Cashier: Jerry Esbin. Emerg. Phone: Circle 6-0900.

#### CONTINENTAL, 251 W. 57th St.—PLaza 7-2593

V.P. in charge Sales: Carl Peppercorn. Asst. Gen. Sls. Mgr.: Milton Platt. Head Baaker and Prints: Harald Rasen. Emerg. Phone: Nane.

#### FAMOUS EXCHANGE, 630 9th Ave.—Circle 5-9025

Br. Mgr.: Irving Wernick. Office Mgr., Cashier and Booker: Ben C. Nuzza. Emerg. Phone: Circle 5-9025.

#### HOFFBERG, 362 W. 44th St.—Circle 6-9031

Mgr.: Jack Hoffberg. Office Mgr. and Baaker: Mary Morgenthaler. Emerg. Phone: Circle 6-9031.

#### METRO-GOLDWYN-MAYER, 630 9th Ave.—Circle 6-6200

Br. Mgrs.: Louis Allerhand, Harold Zeltner. Office Mgr.: Harry Margalis. Sales: Edward Richter, Eli Kalisch. Baakers: John Cuniff, David Klein, Wm. Frankle, Mae Rose. Print Baaker: Estelle Mingelgreen. Cashiers: Harry Kugel, Rea Fischel, Sam Cangiana. Emerg. Phone: Circle 6-6200. (Dist. Mgr. in residence: Saal Gottlieb)

#### PARAMOUNT, 1501 Broadway—BR 9-3230

Br. Mgr.: Myran Sattler. Sls. Mgr.: Nathan Stern. Office Mgr. and Head Baaker: Richard A. Magan. Sales: Eugene Newman, Lou C. Wechsler. Baakers: Catherine Flynn, John J. Curtin, Frank Patterson, George A. Casiana, Stanley Calman. Cashier: Max Schreiber. Emerg. Phone: Circle 6-6200.

#### PRINCIPAL, 630 9th Ave.—Circle 6-6660

Br. Mgr. and Sales: Dick Perry. Office Mgr. and Baaker: Adeline Ginsberg. Emerg. Phone: Circle 6-6660.

#### HAL ROACH, 630 9th Ave.—JU 6-7800

Br. Mgr.: Ira Michaels. Baaker: Dick Feinstein. Emerg. Phone: JU 2-5410.

#### LESTER A. SCHOENFELD, 358 W. 44th St.—JUdson 2-3843

Br. Mgr.: Lester A. Schoenfeld. Baaker: Sadie Nash.

#### 20th CENTURY-FOX, 345 W. 44th St.—Circle 6-6700

Br. Mgr.: Abe Dickstein. Sls. Mgr.: Alec M. Arnsvalder. Office Mgr.: William Cohen. Sales: Ben Abner, Morris Kurtz, Seymour Cohen, Sima Kacandas. Head Baaker: William Tavernise. Baakers: Peter Fishman, Alexander Mendelsan, Louis Kuttler. Print Baakers: H. Unger, Allen Barnstein. Cashier: Pat De Blasi, Lea Lubin. Emerg. Phone: Circle 6-6700.

#### UNITED ARTISTS, 630 9th Ave.—Circle 6-5480

Br. Mgr.: Durand "Bud" Edele. Office Mgr.: Nathan Marris. Sales: Myran Starr, Sam Rifkin, Milt Schneiderman, William Hartman. Head Baaker: Anthony Agaglia. Baakers: David Bass, Darathy Past, Ann Plisca, Michael Salaman. Cashier: Dave Rasenberg. Asst. Cashier: Janet Mases. Emerg. Phone: Circle 6-5480.

#### UNIVERSAL-INTERNATIONAL, 630 9th Ave.—Circle 6-4747

Br. Mgr.: Harry Fellerman. Sls. Supervisor: Nat Goldberg. Office Mgr.: Lea Siman. Sales: Fred Mayer. Head Baaker: Marvin Friedlander. Baakers: Donald Schwartz, Norman Levy. Print Baaker: Thomas Gaff. Emerg. Phone: Circle 6-4747.

#### WALDMAN, 630 9th Ave.—Circle 6-1717

Br. Mgr.: George J. Waldman. Sls. and Baaker: Herman Schwartz. Cashier: Ruth Kapf. Emerg. Phone: LU 4-0445.

#### WARNER BROS., 315 W. 44th St.—Circle 6-1000

Br. Mgr.: Ernie Sands. Office Mgr. and Head Baaker: Sal Kravitz. Sales: Lee Mayer, Gus Salaman, Al Blumberg. Baakers: Mike Anderson, Sam Miller, Manny Grass, Pete Sage, Shirley Levy. Print Baakers: Tany DeMea, Terry Straw. Cashier: Harry Hummel. Emerg. Phone: Circle 6-1000.

### • Supply Dealers

#### CAPITOL MOTION PICTURE SUPPLY CO., 630 9th Ave.—PLaza 7-4510

#### CINEMATOGRAF INTERNATIONAL, INC., 630 9th Ave.—Circle 6-6285

Emerg. Phone: ESplanade 6-5698.

#### CROWN MOTION PICTURE SUPPLIES CORP., 354 W. 44th St.—Circle 6-4780

#### JOE HORNSTEIN, INC., 341 W. 44th St.—Circle 6-6285 Emerg. Phone: ESplanade 6-5698.

#### NATIONAL THEATRE SUPPLY, 356 W. 44th St.—Circle 5-6900

#### NORPAT, INC., 630 9th Ave.—JU 6-8040

#### PHILIPS EXPORT CO., 100 E. 42nd St.—OXford 7-3600

#### S.O.S. CINEMA SUPPLY CORP., 602 W. 52nd St.—PLaza 7-0440 Emerg. Phone: LOngbach 6-10044.

#### STAR CINEMA SUPPLY CO., 621 W. 55th St.—Circle 6-3678

### • Screen Trailers

#### FILMACK TRAILER CO., 630 9th Ave.—PLaza 7-0900

#### NATIONAL SCREEN SERVICE, 630 9th Ave.—JUdson 6-4100

### • Signs, Advertising and Printing

#### ARTKRAFT STRAUSS SIGN CORP., 830 12th Ave.—Columbus 5-5155

#### BROADWAY MAINTENANCE CORP., 22-09 Bridge Plaza N. Long Island—STillwell 6-3700

#### NATIONAL SCREEN SERVICE, 630 9th Ave.—JUdson 6-4100

### • Film Delivery Services

#### CLARK TRANSFER, INC., 610 W. 47th St.—Circle 6-0815

### • Service Companies

#### ALTEC SERVICE CO., 254 W. 54th St.—Columbus 5-3255

#### RCA SERVICE CO., 153 E. 24th St.—LEXington 2-0928

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## CLEVELAND

A screening and buffet luncheon in the UA branch office brought forth a large crowd of domestic and area exhibitors to participate in the company's 40th anniversary celebration. Branch manager David Rosenthal handed out hospitality, aided by his attractive wife. . . . The Motion Picture Council of Greater Cleveland has elected Professor Millard L. Jordon of Fenn College as its president for the coming year. He succeeds Mrs. Frederick J. Chapman. Other newly elected officers are vice-president, Mrs. James G. Prutton; recording secretary, Mrs. F. W. Andreas; treasurer, Mrs. Arthur Gibbons. . . . Leroy Griffith, manager of the Ohio Theatre, Steubenville, notified exchanges that the house is reverting to a straight picture policy effective May 17. It has been playing burlesque. . . . The Variety Club stepped up its social activities with a gin rummy tournament. Also in the making is the annual golf tournament with arrangements in the hands of chairman David Rosenthal, United Artists, branch manager, and co-chairmen Jack Silverthorne, manager, Hippodrome, and Irwin Shenker, Berlo Vending Co. . . . Louise Blatt, employee of the local National Screen Service Co. for the past 17 years in charge of the mat department, has retired. . . . Jack Armstrong, who took over the late Leo Jones' theatres, opened the Indian Trail Drive-In, Upper Sandusky. The ozoner was closed all last season due to road construction. . . . Off to Wisconsin University in the fall will be two Shaker Heights High School graduates who are offsprings of local film personalities. They are Marilyn, daughter of Sanford Leavitt, Washington Circuit, and Kenneth, son of Al Sunshine, Advanads Co. . . . The Salesmen's Club of Cleveland paid tribute to its incoming president, Jerry Lipow, and its outgoing president, Martin Grassgreen. . . . Old Trail Theatre, St. Clairsville, O., per custom, closed for the summer with the opening of the St. Clairsville Drive-In. . . . Lewis Horwitz of the Washington Circuit and his wife, Janet, who are looking forward to the arrival of a new theatre manager later in the summer, are moving from Cleveland Heights to an apartment in Shaker Heights.

## DALLAS

Thelma Jo Bailey, Allied Artists, was elected president, local Women of the Motion Picture Industry club. Other officers named included Mrs. Esther Lee Covington, MGM, first vice-president; Mrs. Florence Lowry, Paramount, second vice-president; Mrs. Jo Ann Farris, Central Shipping and Inspection Bureau, recording secretary; Shirley Temple, corresponding secretary; Mrs. Marie Russey, 20th-Fox, treasurer. Verlin Osborn, Paramount, outgoing president, also will serve on the board of directors for the coming year. . . . Jake Watkins has taken over duties as local manager, National Theatre Supply, replacing

Watch for them!

**NEXT!**

**Oklahoma City Territory**

Issue of June 10

**St. Louis Territory**

Issue of June 17

Save Them!



Fred Hansen, who has retired. Watkins comes here from the Oklahoma City office. . . . Miss Minna Mae Steverson, Warners, has won first place, and Mrs. Evelyn Neeley, Weisenberg Theatres, won second in the "Gabby" contest sponsored last month by the Dallas chapter of Women Of The Motion Picture Industry. The contest was conducted just before the Academy Awards telecast and the awards were based on which of the 85 local WOMPI's was responsible for contacting the largest number of persons to remind them of the telecast. The WOMPI's estimate is that a total of 244,000 persons were contacted. . . . Thomas O. McCleaster has arrived from Cleveland to take over the Texas territory for 20th-Fox. McCleaster has been in the motion picture business since 1928 and with 20th-Fox since 1933. He had been at Cleveland since 1952 as central division manager. . . . James H. Foster has been named financial secretary, McLendon Corp., to assist in the fiscal management of the new and existing projects of the company now engaged in radio, television, film production, and exhibition. . . . Hollywood film actress Susan Kohner flew in to promote "Imitation of Life." . . . The Rialto and Capitol, two downtown landmarks through the years, are coming down to make way for parking lots. The two theatres are adjacent to each other on Elm Street, local Film row. . . . Production of "My Dog, Buddy" started here at McLendon Radio Pictures 500 acre Cielo Studios on Lake Dallas, according to Gordon McLendon, president. . . . A hunt is on by the Dallas Times Herald and the MGM Studios for the four most interesting career girls from this area now living in New York and who have a career in that city. The search is in conjunction with the forthcoming showing of "Ask Any Girl."

## DES MOINES

The Shelby, Shelby, Ia., has reopened for Wednesday and Saturday shows. . . . E. E. Reid has purchased the Lyric, Coon Rapids, from Mrs. F. V. Rafferty and will reopen the house with Wayne Jones as manager. . . . Carl Bowling has reopened the Rialto, Villisca. . . . Pioneer Theatres has closed the Perry, Perry, Ia. . . . Eddie Malina has sold the Traer, Traer, to Arnold Driscoll, who also operated the Avon, Dysart. . . . Joe Milnar has sold his State and Milnar Drive-In at Spring Valley, Ia., to Elvin L. Owens of Rochester, Minn. . . . Matt Plunkett, manager, RKO-Iowa, Cedar Rapids, and formerly of Des Moines, has moved to Kansas City to manage the Missouri. Leonard Wood, assistant manager, Iowa, will take over Plunkett's duties. . . . The Lohrville Commercial Club has voted to rent and operate the theatre at Lohrville, Ia. . . . The Lake, Lake View, Ia., has been reopened, with Mary Monroe to manage the house.

## HOUSTON

Gregory Peck was to pay a brief visit to Houston as part of a tour of the state in connection with "Pork Chop Hill." . . . The Maya, formerly operated by Mateo Vela, has been sold to J. Perez. . . . The Bellaire celebrated its 10th anniversary. Gen. Victor A. Barraco, a veteran of 40 years in show business, is the owner. Millie G. Vann, manager, has been with the Bellaire almost since its opening. . . . Susan Kohner paid a brief visit here in conjunction with the showing of "Imitation of Life" at the Majestic. . . . Cinemiracle became a part of the entertainment picture here when the newly remodeled Uptown opened with the newly installed equipment that permits the showing of "Windjammer."



Rube Jackter, left, vice-president and general sales manager, Columbia Pictures, recently presented a silver bowl to Harry Olshan, center, Milwaukee branch manager, commemorating 25 years of service to the company. At right is Carl Shalit, Columbia's central division manager.

## JACKSONVILLE

The United Artists branch office in the Florida Theatre Building was the scene of one of the gayest parties in the history of the local Film Row in celebrating the 40th anniversary of the founding of UA. Branch manager Byron Adams and his entire staff were hosts to more than 150 newspapermen, radio and television executives and personalities, and exhibitors from many parts of Florida. . . . Johnny Tomlinson, Warners branch manager, has been eagerly anticipating a June trip to Hollywood when he and the firm's other branch managers are to participate in a California Cavalcade as a reward for their sales work in the recent "Welcome Back, Jack" drive. . . . New board members of the local WOMPI are Barbara "Sunny" Greenwood, former president of the group and U-I booker, and Grace Cobb, secretary to FST's French Harvey. . . . Hugh Prince, formerly a booker for Co-At-Co Theatres, Toccoa, Ga., and father of motion picture starlet Virginia Prince, is now managing Carl Floyd's Movieland Ride-In, Sanford. . . . Bob Corbit, an exploiter for Florida State Theatres in northeast Florida for the past few years, has joined Paramount-Gulf Theatres, New Orleans, in a similar capacity. . . . Mary Hart, former FST switchboard operator, has been advanced into the firm's local home office advertising office. . . . Phil Story is the new manager of Jim Partlow's Prairie Lake Drive-In at Altamonte Springs. . . . Dick Easton, formerly a booker in a local circuit office, has taken over management, Movie Garden Drive-In, Eustis. . . . Ray Dunn, manager Skyview Drive-In, St. Petersburg, is back on the job after seven weeks of hospitalization. . . . Billy Wilson, salesman for the Roy Smith Company, theatre suppliers, and his family escaped serious injuries in a traffic accident near Groveland. . . . Veteran biller Dawn Baggett resigned from the Metro staff following her marriage to Charles Frock. Her replacement is Donna Lee Heitt.

MIAMI, FLA., NEWS—Sydney Levine was transferred from manager Sunset, to manager, Mayfair Art, replacing Walter Klements, who resigned to go into business for himself in Titusville, Fla. Mary Lawrence was appointed manager, Sunset. . . . Lynn John Thomas has been hired by Wometco Enterprises as relief manager trainee. Rea Paul is relief manager for their neighborhood theatres, in addition to Foster Smith. . . . Wometco announced a "New Summer Policy" for their road show engagement of "Diary Of

Anne Frank" at the Cameo, Miami Beach. Matinees on Wednesday, Saturday, and Sunday will be shown at 12:30 pm and 3:45 pm, running continuously. Evening performances will remain at 8:30 pm. There will be no reserved seats at the matinee performances and reserved seats in the front loge only during evenings.

## MILWAUKEE

The Juneau has closed. The Stemer Corporation, which owns the 49 year old building, said it had no plans for use of the theatre, which had been leased by Elmer Nimmer, who also operates the Granada.

## MEMPHIS

The Twilight Drive-In, Bruce, Miss., has been sold by Earl Reese to J. A. Thornton. . . . Kentucky Lake Drive-In, Benton, Ky., has been leased by Exhibitors Services. . . . Closings include the New, Sparkman, Ark.; Ritz, Parkin, Ark.; Strand, Obion, Tenn.; Majestic, Iuka, Miss.; Dixie, Monticello, Ark.; Ritz, Parkin, Ark.; Strand, Obion, Tenn.; and Strand, Pine Bluff, Ark. . . . J. T. Hill has taken over the operation of the Rogers, Rogers, Ark. . . . Mrs. John R. Keller has opened the Joiner, Joiner, Ark. . . . Mrs. Mae Carper, Columbia cashier has returned to work after a month's leave of absence due to surgery. . . . Corinne Walsh, Columbia head shipper, was hospitalized.

## NEW HAVEN

Harry Feinstein, northeastern zone manager for Stanley Warner Theatres, has announced promotion of William H. Cormier to manager, Warner, Bridgeport, Conn. Cormier had been serving as assistant to James H. Tobin, present manager, Merritt, Bridgeport and district manager for Stanley Warner Theatres in southern Connecticut. . . . Carl Wilson has been named manager of the Sampson-Spodick-Bialek Empress, Norwalk, Conn. Advertising manager for the first-run is Justus (Jud) Beal, headquartering at S-S-B's Fine Arts, Westport, Conn., under Norman Bialek's supervision. . . . Harrison Harries, chief projectionist at the Bushnell Memorial, Hartford, is marking his 50th year in the motion picture industry.

HARTFORD, CONN., NEWS—Fred R. Greenway, retired Loew's Palace manager, and wife have moved to Los Angeles. . . . Rube Lewis, retired business agent, Local 84, IATSE of Hartford, now a Los Angeles resident, is visiting in Hartford until early October. . . . Dave Jacobson, operator of the Bristol, Bristol, Conn., has instituted a new policy of screening only one complete evening performance, beginning at 7 p.m. The main feature starts between 8 and 8:30 p.m.

## NEW ORLEANS

Pittman's Fox, Sulphur, La., is now in part time operation. . . . Joan Crawford was in to boost the annual hope chest campaign of the National Multiple Sclerosis Society of which she is director of women's activities, and to attend a board meeting of the Pepsi-Cola Bottlers Association. . . . Larry Dufour resigned as head booker of Howco Pictures of Louisiana to take a position outside of the industry. . . . The Regal, Gulfport, Miss., reopened under the supervision of Claude Bourgeois, Biloxi, Miss., theatre owner. . . . Irving Paley, a publicist here for the past 11 years, has joined the staff of Henry Plitt, president, ABC Films, Inc., in New York City. He was chief barker of the local Variety Tent and his departure leaves the club temporarily without a chief. . . . Henry Richards



is the new owner, Lake, Lake Arthur, La. His brother, Lawrence, will do the buying and booking. . . . New at Pike Booking and Supply are Dorothy Sauls and Evelyn Hunt, stenographers, and Ed Delaney, booker. . . . Pike recently reopened the 51 Drive-In, Jackson, Miss., and the indoor Dixie, Brookhaven, Miss. . . . Mary Decker, after 24 years with MGM in the cashier's department, resigned to take a post outside the industry. . . . Lois Ann Deckard, Hodges Theatre Supply secretary, and WOMPI publicity chairman, married Dick Merry recently. . . . United Theatres closed the Booker T. . . . Mr. and Mrs. Tom Barrows reopened the Star, Ft. Walton, Fla. . . . L. M. Fulton closed the Belamy, Belamy, Ala. . . . W. F. Clark shuttered the Dixie, Greenwood, Miss., and B. F. Watkins closed the Fox, Summit, Miss. . . . Emmett Flowers is the new owner of the Grovehill, Grovehill, Ala., and reopened on June 1. . . . Donald Fiske reopened the Lake Drive-In, Lake Providence, La., for the season.

## PHILADELPHIA

The Overbrook under its new art policy is being operated by the Art Overbrook Theater Company headed by attorneys Harry Weiner and Herbert Flumm. Benny Zimmerman is manager and publicist. . . . The Music Hall, Lansdale, Pa., is now being handled by Milgram Buying and Booking Service. . . . United Artists exchange held a 40th anniversary party. . . . The U.S. Court Of Appeals heard the appeal of Independent Poster Exchange vs National Screen Service. . . . Abe Sunberg, Strand, Girard Avenue, was in and out of Bartom Memorial Hospital. . . . Variety Club Tent 13 Chief Barker Leo Beresin sent out a "Hey, Rube" for volunteers for "Old Newsboys' Day" June 17. . . . The Erlens was robbed of \$500 taken from an office safe by thieves who gained entry through an air-conditioning duct. . . . Pete Magazzu, upstate exhibitor, is recuperating in St. Joseph's Hospital, Hazleton, Pa. . . . Nate Milgram and his wife were in an automobile accident and considerably shook up. After treatment at Einstein Medical Center Northern Division, they are recuperating at home.

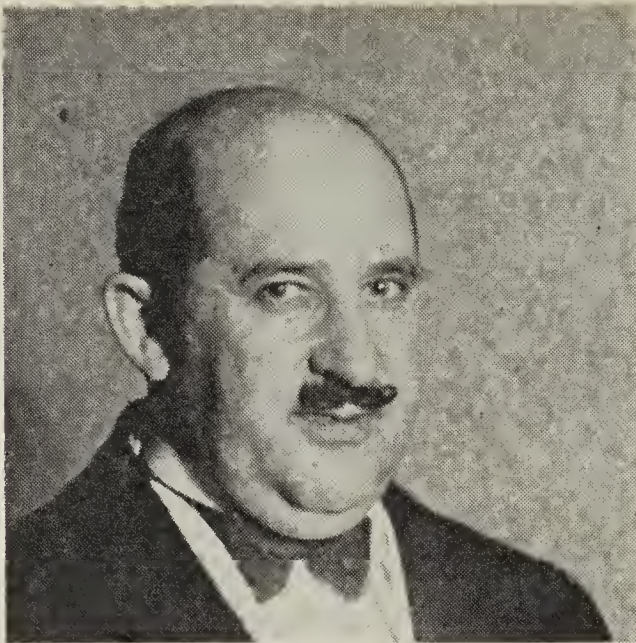
## PORTLAND

Charles Powers Sr., 20th-Fox branch manager, and Archie Holt, Universal-International, attended the ceremonies launching the Oregon-or-Bust wagon train start at Independence, Mo. They flew to Missouri in an Air Force bomber. . . . Oregon premiere of "Windjammer," Hollywood, brought out civic, industry, and community leaders, including a member of the Norwegian consulate. . . . A special screening for lawyers, judges and members of the legal profession was held at the Esquire on "Compulsion," 20th-Fox drama. Charles Powers, branch manager here, played host.

## ST. LOUIS

The Charleston Drive-In, Charleston, Mo., has been leased by Doby B. Stout, Cairo, Ill., to Jesse H. Bizzell, Jr. . . . Albert Spargur, West Frankfort, Ill., purchased the Fox Grand, De Quoin, Ill. He managed the house in 1942-48. He had been with the circuit for 30 years. . . . Russell Schmidt, 52, who with his brothers operated a film transportation service along U. S. 66 out of St. Louis, died recently after five months illness. His brother

## OBITUARY



**ABRAHAM SABLOSKY**, 81, a pioneer in motion picture exhibition in the Philadelphia area, died on May 25 in Temple University Hospital after a lengthy illness. He started with a nickelodeon in Norristown, Pa., and for many years operated a circuit of theatres in partnership with his brother, Lewis, and the late John J. McQuirk, including the Globe, Juniper and Market Streets, Philadelphia. Later, he joined the executive staff of the Stanley Company of America as a vice-president. At the time of his death, he still maintained an interest in the Arcadia, Philadelphia first-run. He was honored in 1954 by the Motion Picture Associates for helping develop the industry in this area. He is survived by his wife, Florence; a son, Morton J.; two daughters, Mrs. Leon H. Greenhouse and Mrs. Fred Leebron; and four brothers, Benjamin, Lewis, David, and Nathan.

ers presumably will continue the business. . . . United Artists held a 40th anniversary party at the exchange. . . . Mrs. Marlene Buck Mueller, who was "Miss Film Row, 1959," returned from her honeymoon in Florida. She works at National Screen Service. . . . Kerasotes Theatres, Springfield, Ill., is observing its 50th year in exhibition. The circuit now comprises some 35 houses and drive-ins. They started with the Royal, Springfield.

The wife of Domenic Frisina, Taylorville, Ill., who is president of the Frisina Amusement Company, Springfield, Ill., has been hospitalized in Springfield, Ill. . . . Plans for reopening the Ambassador, in the downtown area, and the Victory, on Easton avenue in the Wellston section, are being made. . . . The Miners Theatre Building, Collinsville, Ill., is being remodeled for other use. . . . Joel McCrea was here for a personal appearance in the Orpheum in connection with the showing of UA's "The Gunfight at Dodge City."

## SALT LAKE CITY

The Salt Lake Tribune-Salt Lake Valley Kiwanis sponsored a premiere benefit performance of Walt Disney's "Sleeping Beauty" at the Villa at \$5 top. . . . The Utah is holding the popular "Foods With A Flair" cooking school. . . . The Utah National Guard was invited by manager Warren Bunting, Utah Drive-In Corporation, to a screening of "Pork Chop Hill" at the Lyric.

## SAN ANTONIO

The Laurel, operated by the Cinema Arts Theatre Circuit, was robbed of an estimated \$655 by an armed bandit wearing a white mask. The bandit, believed to be about 31,

confronted Billy Elder, manager, in his office on the second floor. . . . Church and cultural leaders were invited to a special screening of the dramatic film, "He Who Must Die," at the Laurel. . . . Linn Harrington, Longhorn Drive-In, Austin, Tex., was in to attend a screening and book Spanish language films. . . . Lew Waid, head of Cameo Pictures exchange, with headquarters in Dallas, was calling on local exhibitors. . . . The Circle 81 Drive-In has a new policy for children under 12 in effect every Saturday night. They are being admitted free of charge. . . . The Interstate Theatre Circuit local office, headed by George Watson, has invited the boys and girls who serve on the school safety patrols to see a special Saturday morning movie. The turnout was so big last year two showings were set up this year. . . . The concessions stand at the Kelly Drive-In has installed a Snocone machine which is getting a nice play from patrons. . . . Juan Bueno, president, Clasa-Mohme, Los Angeles, was visiting the local Clasa-Mohme exchange. . . . The Empire will start a stage show policy with pictures within the next several weeks. . . . Judge Ed Lalo Gomez, operator of the Mexico and Rio, Raymondville, Tex., was in visiting the local film exchanges to book Spanish language films. . . . Beatrice Uribe has been added to the staff of the Azteca exchange as a receptionist. . . . Manuel Flores is new owner, Flo-Mor Drive-In, Zapata, Tex. . . . Frank Trevino has announced that he plans to sell or lease his Ideal, Pearsall, Tex. . . . The Yank, operated by Eddie Joseph in Austin, Tex., has been closed. . . . The latest type of projection equipment has been installed at the San Pedro Drive-In at Robstown, Tex., which is operated by Tito Sandival. . . . The Cowboy Drive-In, Fabens, Tex., operated by R. Rylant, has been reopened. . . . Funeral services were held at Bay City, Tex., for Randall B. Clark, 44, business manager, Long Theatres and the Long Radio Enterprises, who died at Matagorda General Hospital. . . . William Rast, manager, Palace, McAllen, Tex., has announced the reopening of the theatre following a recent fire. . . . R. L. Woodall, assistant manager, Worth Theatres in Fort Worth, Tex., for the past eight years, has been appointed manager, Interstate Theatres' Arlington, Arlington, Tex. Woodall succeeds C. W. Moss, who resigned after two years to accept a post in private industry. . . . R. N. Smith has again assumed operation of his Texas Border Theatres located in Raymondville, Falfurrias, Mission, and Premont, Tex. He had retired several years ago but decided to get back into "harness." . . . Harold S. Robb, a longtime showman, bought the Texas Drive-In, Nevasota, Tex. He is familiar with all phases of show business, having worked with Altec for 16 years and operated theatres in the Carolinas for several years.

## WASHINGTON, D.C.

Rome Theatres' Capitol, Baltimore, Md., reopened for colored patronage. . . . The Aurora, Baltimore, Md., of the R. and F. Theatres, is also expected to reopen soon. . . . The Leader, Baltimore, Md., has closed permanently.

The Capitol, Baltimore, Md., reopened. . . . The Playhouse, Salisbury, Md., closed. . . . The Globe, Berlin, Md., closed. . . . The industry was interested in the report of the Federal Communications Commission that after almost 18 months no TV licensee was interested in experimenting with toll television. The first call for applications for temporary licenses was issued Oct. 17 1957; the second on March 23, 1959; and none came forward.

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# REVIEWS

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SECTION TWO  
Vol. 62 No. 4

JUNE 3, 1959

## ALLIED ARTISTS

**Battle Flame (5907)** MELODRAMA 78m.

Allied Artists

ESTIMATE: Okay war programmer.

CAST: Scott Brady, Elaine Edwards, Robert Blake, Wayne Heffley, Gordon Jones, Ken Miller, Arthur Walsh, Richard Harrison, Richard Crane. Produced by Lester A. Sansom, directed by R. G. Springsteen.

STORY: Lieutenant Scott Brady commands a platoon of U. S. Marines during the "police action" in Korea. Wounded, he falls in love with nurse Elaine Edwards even though she is engaged to Navy surgeon Richard Crane. He rejoins his outfit. He learns that a plane has crashed up front carrying nurses including Edwards, and that she and the others have been captured by the Chinese. They advance on the enemy and free the nurses. Grateful, Edwards tells Brady she is scheduled to meet with Crane upon her return. Brady's force is ordered to retreat and is finally able to make the coastal area covered by the Navy's big guns. On board a battleship, he meets Crane. The latter bows out after realizing that it's Brady whom Edwards loves.

X-RAY: Bolstered by some good stock war footage, this entry emerges as a fairly interesting little war film despite a yarn full of convenient coincidences. It should do okay as a supporting feature. The performances are average, and the direction and production are adequate. The screenplay is by Elwood Ullman, based on a story by Lester A. Sansom and Ullman.

AD LINES: "Female Captives Of The Chinese Reds!"; "The War-Hot Story Of American Nurses Trapped In A Brutal Prison Camp And A Company of U. S. Marines Who Swore To Get Them Out Alive!"

**Speed Crazy (5910)** MELODRAMA 75m

Allied Artists

ESTIMATE: For the lower half.

CAST: Brett Halsey, Yvonne Lime, Charles Wilcox, Slick Slavin, Jacqueline Ravell, Baynes Barron, Regina Gleason, Keith Byron. Executive producer, Richard B. Duckett; produced by Richard Bernstein; directed by William Hole, Jr.

STORY: Brett Halsey kills a gas station attendant during a hold-up and escapes in his sporty racing car, which has taken him across the finish line first in a number of races. He wanders aimlessly from small town to small town winning an occasional race while the police try to trace his specially made French tires. He gets a job in a garage where mechanic Charles Wilcox is also a sports car racer. When Halsey tries to take Wilcox's girl, Yvonne Lime, away from him, they have a fight. Halsey vows to run the other's car off the track at the next county race. The police track Halsey down as the race finishes, after which he makes a break for freedom only to go off the road and be killed in the ensuing crash.

X-RAY: A number of promising newcomers make their debut here. The story has a number of unpleasant turns as well as unsympathetic characterizations, but maybe those audiences seeking teen thrills and excitement may get a bit of a charge out of the on-screen happenings. The cast, direction, and production are fair, and the film is best suited for the supporting slot of the program. The screenplay is by Richard Bernstein and George Waters. There are a few songs to be heard.

AD LINES: "The Jet Hot Age!"; "The Livin' End Of Drag Strip Thrills."

## AMERICAN-INT.

**Operation Dames** MELODRAMA 74m.

American International

ESTIMATE: For the duallers.

CAST: Eve Meyer, Chuck Henderson, Don Devlin, Ed Craig, Cindy Girard, Barbara Skyler, Chuck Van Haren, Andrew Munro, Byron Morrow, Alice Allyn, Ed Lakso. Produced by Stanley Kallis; directed by Louis Clyde Stoumen.

STORY: Eve Meyer heads a U.S.O. troop of entertainers in Korea. They get trapped behind the lines and are found by a United Nations' brigade under tough American sergeant Chuck Henderson. After a hectic time, with some moments out for romancing, they work their way to the U.N. lines. Henderson is wounded, but Meyer knows he is the man for her.

X-RAY: Cheaply made, with most of the footage concerned with wandering around the woods, this story by the producer is full of cliches and not very much war stuff. Due to the presence of the girls and a modest nude bathing scene by artists' model Eve Meyer, interest is maintained. The film unreels as a pretty drawn out war episode. There are several songs.

AD LINES: "No Fury Like Four Girls Trapped Behind Enemy Lines"; "The Adventures Of Four Gorgeous U.S.O. Girls And Their Ever Lovin' G.I.'s."

**Tank Commandos** MELODRAMA 81m.

American International

ESTIMATE: Program war meller.

CAST: Robert Barron, Maggie Lawrence, Wally Campo, Donato Faretta, Leo Metranga, Jack Sowards, Anthony Rich, Larry L. Johnson, Maria Monay, Carmen D'Antonio, David Addis, Russ Prescott, Freddy Robert, Jerry Lear, Fred Gavlin, Joan Connors, Larry Shuttleworth, Lee Redman, Norberto Kermer. Produced, directed, and written by Burt Topper.

STORY: It is Italy during World War II and Robert Barron leads a demolition squad into enemy territory in search of an underwater bridge, the means by which the Germans are moving their heavy equipment forward against the American forces. With the aid of an Italian boy, Donato Faretta, whom they rescue, they accomplish their mission.

X-RAY: This is a pretty gruesome war meller with plenty of action and lots of shots of dead and wounded. There are a few scenes of a romantic nature between Barron and the Red Cross nurse he is in love with, but there is little footage devoted to this, or the amorous escapades of the G. I.'s with the Italian girls. Aside from several cliches, this sticks pretty close to its main plot, which holds the interest and is suspenseful at times. Most of the war footage matches up well and the cast of unknowns are okay in their various roles.

AD LINES: "The Guts and Dynamite Boys—The Demolition Squad"; "Love Made Strong By The Nearness Of Death."

## COLUMBIA

**The H-Man** MELODRAMA 79m.

Columbia

(Japanese-made) (Dubbed in English)  
(Eastman Color) (CinemaScope)

ESTIMATE: Good horror entry.

CAST: Yumi Shirakawa, Kenji Sahara, Akihiko Hirata, Eitaro Ozawa, Koreya Senda, Mitsuru Sato. Associate producer, Tomoyuki Tanaka; directed by Inoshiro Honda.

STORY: Japanese citizens begin to disappear and scientists believe that effects of A-Bomb tests have created a liquid monster capable of disintegrating humans. Police scoff at the idea until it is proven experimentally. The monster reaches the city and creates considerable panic until it is trapped in the sewers and burned out of existence.

X-RAY: The Japanese have certainly learned the knack of the science-fiction and horror combination, and fans of such films who don't demand much sophistication with their horror should be happy with this one. The Japanese cast is adequate, and the color and wide-screen photography quite acceptable. It is in the field of special effects that these Japanese features excel, however, and this one is no exception. The liquid monster disintegrates victim after victim before the audiences eyes; so hats off to special effects director Eiji Tsuburaya, whoever he is. The story is not much and some of the characters and situations are pretty unbelievable by American standards. The emphasis, however, is on the horror and special effects, and in these fields the film does fine. Screenplay is by Takeshi Kimura.

AD LINES: "A Puddle In The Street . . . A Spot On The Wall . . . Watch It Closely And If It Moves, Scream For Your Life! You're Face To Facelessness With The H-Man"; "Big As An Entire City! Deadlier Than Anything You Have Never Seen!"

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## MGM

### The Angry Hills (921) MELODRAMA 105M

MGM  
(CinemaScope)

ESTIMATE: Program meller of Greek resistance movement during World War II.

CAST: Robert Mitchum, Stanley Baker, Elisabeth Mueller, Gia Scala, Theodore Bikel, Sebastian Cabot, Peter Illing, Leslie Phillips, Donald Wolfitt, Marius Goring, Jackie Lane, Kieron Moore, George Pastell, Patrick Jordan, Marita Constantiou, Stanley Van Beers, Alec Mango. Produced by Raymond Stross, directed by Robert Aldrich.

STORY: Detached American war correspondent Robert Mitchum unwillingly becomes involved in the Greek resistance movement against the Nazis in Athens during World War II. He is hunted by Nazi intelligence man Stanley Baker and Greek traitor Theodore Bikel, as he has the secret list of Greek underground leaders for transmission to British intelligence. Mitchum hides in a small Greek village, where he falls in love with Gia Scala. Scala escorts him to a nunnery, where he is met by Elisabeth Mueller, who is on the Greek patriot list, and who supposedly will arrange for his escape. She takes Mitchum to a hideaway, but Baker has her in his power and is forcing her to work as a counter-spy. She almost delivers Mitchum into Baker's hands, but has a change of heart and can not go through with the perfidy. Mitchum learns that Scala has been killed, and sets out to kill Baker. Since Mitchum is so important to their cause, Sebastian Cabot, a Greek patriot, intervenes and with Mueller's help sees to it that Mitchum slips out to sea and freedom.

X-RAY: This is an actionful and at times suspenseful counter-intrigue meller in an unusual setting, where it was filmed on location. Production, direction, and cast are satisfactory, with Stanley Baker, Theodore Bikel outstanding. Gia Scala and Elisabeth Mueller are okay as the women and both deliver many worthwhile moments. The counter-intelligence action is both confusing and contrived at times, with the profusion of Greek names also making things hard to follow. There is almost too much cross and double cross. This is based on the book of the same name by Leon Uris.

TIP ON BIDDING: Fair program rates.

AD LINES: "Amazing Adventures Of A Lone American In A Land Of Violence"; "A Dramatic Bombshell."

## PARAMOUNT

### Don't Give Up The Ship (5820) COMEDY 89M.

Paramount

ESTIMATE: Amusing Lewis entry.

CAST: Jerry Lewis, Dina Merrill, Diana Spencer, Mickey Shaughnessy, Robert Middleton. Produced by Hal Wallis, directed by

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Norman Taurog.

STORY: Jerry Lewis' honeymoon with Diana Spencer is interrupted by his being called to Washington by Admiral Robert Middleton to help them locate a misplaced destroyer. Lewis, who is always misplacing things, can't remember, so he is ordered to report to ensign Dina Merrill of Naval Intelligence, who resorts to psychoanalysis to try and make Lewis remember. He remembers practically everything about his war experiences except what happened to the ship. These happenings involve Mickey Shaughnessy, then a petty officer, now a professional wrestler. He is located in Florida, and Lewis and Merrill fly down to question him. He is of little help. Bad weather grounds their plane on the way back, and they are forced to continue by train, sharing a compartment, Lewis in the upper and Merrill in the lower. Spencer, who thought ensign Merrill was a man, is outraged when she meets the train. Before Lewis can explain, he is taken to a committee hearing where irate Congressmen demand to know what he has done with the ship. Shaughnessy remembered that the ship was used for target practice and is now at the bottom of the ocean. This is finally proven, and Lewis rejoins Spencer on their long-delayed honeymoon.

X-RAY: Jerry Lewis once again demonstrates that he is a fine comic in this lightweight service vehicle that runs the reaction gamut from fair to funny. There doesn't seem to be quite as much action or movement as in previous Lewis entries, still, the result is generally amusing. The cast is adequate, and direction and production good. This should go over with Lewis fans. The screenplay is by Edmund Beloin, Henry Garson and Herbert Baker.

TIP ON BIDDING: Average Lewis price.

AD LINES: "He Lost a Naval Destroyer!" "A Hilarious Jerry Lewis Comedy With Nautical Overtones."

## 20TH-FOX

### Here Come The Jets (920) MELODRAMA 71M

20th Century Fox

ESTIMATES: Okay programmer.

CAST: Steve Brodie, John Doucette, Mark Dana, Jean Carson, Lyn Thomas, Joe Turkel, Vikki Duggan, Gloria Moreland. Produced by Richard Einfeld; directed by Gene Fowler, Jr.

STORY: Korean War veteran and hero Steve Brodie is crippled by a plane crash and discharged from the Air Force. No job, nightmares about the crash, and general discouragement lead him to drink for comfort. A brawl in a bar-room lands him in the newspapers which brings his plight to the attention of a former flying buddy, Mark Dana, who works for an aircraft manufacturing company where the research department is headed by gruff John Doucette. The latter lost a son in the Korean conflict and decides to give Brodie a job as a test pilot. Brodie can't bring himself to fly a jet, but with the help and encouragement of Lyn Thomas, Dana, and Doucette, he overcomes his fears and is eventually able to take over the controls of a huge jet liner on a test run. The road ahead looks bright for Brodie and Thomas, and the jet airliner is ushered in, having been proved fast and practical.

X-RAY: This yarn that concerns itself with the rehabilitation of a war hero as well as with the development of jet planes to carry passengers is an okay entry for the supporting slot of the program. The story holds interest adequately; the cast, direction, and production are average. The screenplay is by Lou Vittes. The subject of jet planes lends itself to tie-up possibilities.

TIP ON BIDDING: Program rates.

AD LINES: "A Fast-Moving Tale Of Men And Machines"; "An Absorbing Tale Of Today's Men . . . Tomorrow's Planes."

### Woman Obsessed (917)

DRAMA  
103M.

20th-Fox

(CinemaScope) (Color by DeLuxe)

ESTIMATE: Interesting drama with most appeal for women.

CAST: Susan Hayward, Stephen Boyd, Barbara Nichols, Dennis Holmes, Theodore Bikel, Arthur Franz, Ken Scott, James Philbrook, Florence MacMichael, Jack Raine, Mary Carroll, Fred Graham, Mike Lally. Produced and screenplay by Sydney Boehm; directed by Henry Hathaway.

STORY: A forest fire in the Canadian woods kills Arthur Franz, husband of Susan Hayward, leaving Hayward alone to manage the farm and raise her young son, Dennis Holmes. The work is too much for a woman to handle and she gratefully accepts the aid of taciturn Stephen Boyd, who agrees to stay on as a hired hand. From Doctor Theodore Bikel, Hayward learns that Boyd's wife died in a fire. Holmes grows to like Boyd for his strength, and the relationship between him and Hayward ripens as well. They are married, and Holmes resents the intrusion of Boyd into his ideal relationship with his mother. Disgusted at what he considers Holmes' cowardice, Boyd forces him to watch the dressing of a freshly killed deer. The boy, a lover of animals, faints at the shock. He recovers, but Hayward can't forgive Boyd. The boy now hates him, and relations with his wife are also severely strained. Locked out of their bedroom by Hayward, Boyd forces his way in. Hayward becomes pregnant, but refuses to tell Boyd as she considers the child conceived in hate and fear. During a tremendous storm, Hayward searches for Holmes, who is hiding in the woods. She suffers a miscarriage and is losing blood fast when Boyd finds her. He takes her to town, traveling most of the distance on foot. Bikel nurses them both back to health, and Boyd leaves to find Holmes, intending then to leave Hayward though he loves her. Bikel tells Hayward that Boyd's aversion to cowardice in any form results from having seen his younger brother run from the fire when he could have saved Boyd's wife. Boyd finds Holmes, but is trapped in a quagmire. Knowing fear for the first time, he understands the boy's aversion to blood. Holmes saves his life, and a happier future awaits the reunited family.

X-RAY: A stellar cast led by Academy Award winning Susan Hayward contribute greatly to this drama, which should have appeal for the femme trade. Packed with incident, too much of it at times, the performances keep interest from waning. Some of the photography, particularly in scenes of the outdoors and animal shots, is as good as any nature documentary. The conflict between stepfather and son is an interesting one and could have been brought into even sharper focus had some of the melodramatic elements been played down a bit. Boyd and Bikel lend superlative support to Miss Hayward, and in young Holmes the film industry comes up with a winning child performer.

TIP ON BIDDING: Better program rates.

AD LINES: "Academy Award Winning Susan Hayward Magnificent Again As The 'Woman Obsessed'"; "A Love As Wild As The Woods From Which It Sprung . . . A Hate As Fierce As A Small Boy's Nightmare."

## WARNERS

### Gigantis, The Fire Monster (819)

MELODRAMA  
78M.

Warners

(Japanese-made)  
(Dubbed in English)

ESTIMATE: Minor science fiction for program.

CAST: Hiroshi Koizumi, Setsuke Wakayama, Mindru Chiaki. Produced by Motoyuki Tanaka, directed by Motoyoshi QDQ.



American version produced by Paul Schreiber; director and film editor, Hugo Grimaldi.

**STORY:** A light plane employed by a fish cannery is forced down near a remote island and found by a fellow pilot-employee. Suddenly, the men witness a battle between two prehistoric monsters, Gigantis and Angirus. The pilots escape to reveal the horrifying news to the world, and the monsters soon make their way to the mainland. A town is destroyed despite efforts of the military to stop Gigantis after it destroys the other animal. The damage done, the monster retreats into the sea. It is spotted later on a mountainous snow-covered island, and military jets loosen the snow in the mountains which traps Gigantis beneath huge avalanches and buries him forever.

**X-RAY:** This import uses some footage from a previous film to set the mood and story, after which it gets bogged down in conversation and extraneous situations, romances, and attempts at comedy. The monster sequences aren't too bad, and were the campaign to concentrate on these, it might attract audiences who go for this type of film. The cast is fair, as are direction and production. It's adequate for the lower half of the program. The screenplay is by Takeo Murata and Sigeki Hidaka, based on a story by Shigemasa Kayama.

**AD LINES:** "The Biggest Monster of Them All"; "Terror Strikes a Seacoast City As Gigantis Suddenly Appears."

## Teenagers From Outer Space (820)

MELODRAMA  
85M

Warners

**ESTIMATE:** For the lower half.

**CAST:** David Love, Dawn Anderson, Harvey B. Dunn, Bryant Grant, Tom Lockyear, King Moody, Helen Sage, Frederic Welch. Written, produced, and directed by Tom Graeff.

**STORY:** A group of young men arrive in a space ship bringing with them a beast called a Gargon. It can grow to gigantic proportions in a short time given the right atmospheric conditions and food. The purpose of the invasion is to see whether Earth would be a suitable grazing and raising ground for the monsters, used as food by the spacemen. David Love, one of the group, thinks it's wrong to kill off the populace and escapes from the others. Bryant Grant is sent after him to either bring him back or kill him with a ray gun that leaves nothing but a skeleton. In the nearby town, Love meets Dawn Anderson, and there is a mutual attraction. Grant kills several people who get in his way. He is later wounded by police bullets and forces a doctor to treat him. Love sees the only chance to stop the invasion is to return with Grant and destroy the space ship and the others it is to guide in. He is successful in destroying the sample Gargon. They get back to the landing site where Love convinces the others he is ready to proceed with the plan, but when he gets the chance, he misdirects the fleet. It crashes, destroying him as well as the others, and saving the world from destruction.

**X-RAY:** Modestly made and with a minimum of science fiction gimmicks, this entry is for the lower half of the program. It is played straight, and as a result, some viewers may have fun with the on-screen proceedings. The cast is composed of unknowns and they are fair in their renditions. Direction and production are passable. The title plus some exploitation could bring in the teeners.

**AD LINES:** "An Off-Beat Science Fiction Thriller"; "It's Teen Time In Outer Space."

## MISCELLANEOUS

### Girls Inc.

NOVELTY  
65M

Joseph Brenner Associates

**ESTIMATE:** Filler for the lower half. No Credits available.

**STORY:** A legitimate photographer of nudes and his wife, a model, tell the story of the modeling business in New York City, contrasting their somewhat normal life with that of unscrupulous agencies who use the modeling business as a front for their traffic in women.

**X-RAY:** Shot in New York City, this tells in semi-documentary style the story of phony modeling agencies who use gals for call girls as contrasted to the legitimate side of the modeling business. There are plenty of semi-nude shots of dressing and undressing, posing, etc. For the most part, this is a waste of time and will serve only as exploitation bait for sex suckers.

**AD LINES:** "The True Story Of The Models Racket"; "They Peddle Their Looks—Their Talents—Themselves."

## The Lonely Sex

MELODRAMA  
58M

Joseph Brenner Associates

**ESTIMATE:** Amateurish study in sex aberrations.

**CREDITS:** Written, produced and directed by Richard Hilliard. Cast unknown.

**STORY:** A young man sexually repressed has overpowering desires for women but is afraid of them. He attacks a girl in the woods and kills her. Later, he comes upon the daughter of a psychiatrist in the same vicinity. He takes her to his shack, where he keeps her a prisoner but does not harm her. Instead, he goes to his sister for help, but she refuses him. He then goes to see the psychiatrist, whose card he found. The psychiatrist, whose brother is an unknown peeper, overhears the young man's recital and confession. The disturbed young man escapes, however, and they follow him to his shack, where the psychiatrist rescues his daughter, and the brother kills the young man. Later, the uncle returns to his peeping outside a burlesque theatre dressing room window.

**X-RAY:** We are not quite sure what this mediocre attempt is trying to prove. It is amateurish in all respects. The subject matter is hardly suitable for any but adult audiences. There are a few shots of partial nudity. This may have exploitation possibilities for the sucker trade.

**AD LINES:** "Help! His Desperate Cry Tears Through The Night"; "The Frustrations Of The Lonely Sex."

## The Shorts Parade

THREE REEL

### CinemaScope Color Cartoon

**DONALD IN MATHMAGIC LAND.** Buena Vista-Technicolor. 26m. Mathematics forms the base on which man's arts and sciences rest, and Donald Duck, representing the average layman, is taken on a tour of the world of figures, wherein he is shown how math is applied to everyday life, music, architecture, arts, nature, mechanics, and sports. It seems to be a little too difficult for the very young to comprehend despite Walt Disney's effort to make the proceedings simple. Others may find it interesting. GOOD.

### Color Travel

**JOURNEY INTO SPRING.** Lester A. Schoenfeld. 28m. The color camera roams the English countryside and concentrates on the small animals and birds. There are some remarkable close-ups as well as some good medium shots with the results being pleasing to the eye. The quiet and dignified commentary is also soothing to the ear. The film was an Academy Award nominee and can play those houses where this type of subject would be appreciated. It is particularly well suited to art spots. EXCELLENT.

TWO REEL

### Color Travel

**CEYLON HOLIDAY.** Lester A. Schoenfeld. 15m. Little is known in much of the world about Ceylon and this color entry attempts to correct this via tours throughout the cities and countryside, with a few moments devoted to the harvesting and making of tea. GOOD.

ONE REEL

### Color Travel

**LAND OF THE MAYA.** U-I-COLOR Parade. 9M. An American girl arrives in colorful Guatemala looking for a mysterious flower which naturally gives the camera a chance to follow and take in the countryside and its popes. Some of the settings and surroundings are attractive. FAIR. (3976).

**UNKNOWN ITALY.** Lester A. Schoenfeld. 12m. Once again the color camera strays off the usual path taken by tourists and presents some sights that many viewers have not or have rarely seen before. FAIR.

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JUNE 3, 1959

SECTION THREE  
Vol. 62 No. 4

# EXPLOITATION

**ACTUAL PROMOTIONS, accomplished by Experienced Theatremen, that can be applied with profit to many other Theatre Situations.**

This special section is published every-second-week as a separately bound saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each such cumulatively numbered saveable section represents current submissions that have been judged by the Editorial Board as having the originality and ticket selling force to warrant placement in the 1958 SHOWMEN OF THE YEAR CONTEST (explanation elsewhere). It is recommended that theatremen save complete annual consecutively numbered files of these EXPLOITATION sections, and on the last page of each issue will be found a complete cumulative index for the preceding 12 months. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 246-48 N. Clarion St., Philadelphia 7, Pa.

**Individual ACHIEVEMENT CITATIONS have been issued for each of these:**

## B. KIDS' MATINEES

Number 33

**Keeping In Pace With Kiddies' Tastes**

**THEATRE:** SW DeWitt,  
**ADDRESS:** Bayonne, N. J.  
**MANAGER:** Nyman Kessler

The days when the small fry were satisfied with an extra western or a chapter of a serial with several cartoons for their special film fare evidently have changed; and although there are still plenty of six-shooter devotees, the kids have gone modern with their preference for things out of the rocket age. We dare not become lethargic in catering to them and if we want to boost kiddie show business we have to tap the film vaults for outer space stuff and the like; and we have to couple this with punchy, selling trailers, lobby signs, and heralds in order to get them in as often as possible.

We recently had a 14-Unit Thrill-O-Rama, Fun-O-Rama Kiddie Show. And don't think you can fool the kids for a minute. They can count. And do—audibly. As each unit on the program begins or concludes one can hear the unison shout: "one", "two", "three", etc. And woe be unto you if you advertise 14 units and only come through with 12 or 13. Well, at any rate, our 14 units consisted of a Bomba, the Jungle Boy feature, Walt Disney's "Disneyland, U.S.A.", two two-reel comedies, and 10 cartoons. This added up to a real bargain, not too lengthy, for the regular price of 30 cents. Plenty of variety, right? Remember, when a child goes home happy, he automatically becomes a walking advertisement for the theatre, and after seeing a 14 unit show—he is naturally impressed by the number of subjects he has seen, rather than their individual length. Of course, the candy concessions do their big business, too.

We followed this up on the following Saturday matinee with an "Outer-Space Kiddie Show" and presented "The Day The Earth Stood Still" and "The Day The World Ended" plus five cartoons and a box of crayons and an outer-space coloring book to each child. I'm sure parents like to see children kept occupied in coloring such books as it keeps them harmlessly busy, and they will do it as they are tremendously air minded and space-minded these days.

Next we worked around a Magic Show idea with great success. With "Sabu and the Magic Ring" for the feature, we kept close to the Arabian Nights motive for the entire show playing also Tony Curtis in "Son Of Ali Baba" plus the usual five color cartoons. Then, we gave each child a magic coin disappearing trick or a magic book free. Giving each child a free toy has proven very successful here, especially when we give them something useful.

We also did nicely with our Police Athletic League show, which was sponsored. This is educational as well as entertaining and teaches the kids to know, like, and appreciate the policeman. In addition, it is a great audience participation show, with the kids join-



**Hermione Gingold, one of the stars of MGM's "Gigi," recently served champagne to patrons waiting in line outside the Sutton, when the Academy Award film celebrated its first anniversary in New York. As most everyone knows, one of the film's songs is "The Night They Invented Champagne."**

ing in contests, competitions, etc. on our stage under PAL auspices.

These varied kiddie matinees hold their interest and keep them coming and do not surfeit them with the same old thing all the time. And the concession business remains terrific.

We must add a word about another sure-fire money-maker. This is the special kiddies' matinee on New Year's Eve. This is advertised as especially for them and leads them to believe it is their opportunity to celebrate the same as their parents do. Each boy received an imitation alligator wallet, a ball point pen and a noisemaker. Each girl received a plastic rain bonnet, a necklace of pop-it beads, plus a paper hat or a noisemaker. Held on Dec. 31st each year this is one of our biggest and most successful kid shows of the year as we give them a terrific screen show, including community singing, cartoons, Stooges, and what not. We allow them to blow off enough steam, to start the



**James Darren, star, Columbia's "Gidget," recently autographed fan photos and distributed copies of his Colpix Record at a "Gidget Pepsi Party" at the Columbia home office in New York.**

year anew as we keep catering to their new tastes and keep 'em coming.

Number 34

**Treasure Chests For Kids**

**THEATRE:** Belle,  
**ADDRESS:** Belle Fourche, S. D.  
**MANAGER:** Mert Martin

Here is a very simple and inexpensive stunt that has really caught the interest of the kids here. It could readily be adopted by any theatre, anywhere.

I rounded up 24 cigar boxes, painted them red; built a small stand out of scrap lumber; covered it with a couple of sheets of cardboard, and then did a little lettering. This gave me a nice looking rack of "Treasure Chests."

In 23 of the "chests" was placed small items bought from the local dime store. In the 24th "chest" I placed a dollar bill.

Then at the Saturday matinee I chose six kids by ticket numbers to pick a "treasure chest" and receive the prize in the box. If the dollar bill is found I start with another dollar the following Saturday; but if it is not found I add another dollar and have a \$2 prize the second week, etc., etc.

I tell the kids that one of the boxes is empty, and in this way I can always tease them if a box has something in it that doesn't rattle.

The display rack is small and light enough so that it can be used on the stage on Saturday, then placed in the lobby for display the rest of the week.

The cost of building the rack was 29 cents for paint and 40 cents for cardboard. The weekly cost of the promotion is about \$2.00; one dollar bill for the jackpot and a half a dozen small prizes from the dime store.

## C. MASS MEDIA

Number 11

**You Have To Sell The Big Ones, Too**

**THEATRE:** Golden Gate;  
**ADDRESS:** San Francisco Cal.  
**MANAGER:** Mark Alling

Four weeks prior to our opening of Universal's "Imitation Of Life" 14 of the top disc jockeys were personally contacted and agreed to give theatre and playdate plugs each time the Earl Grant record was played. The record was very popular here and we received a large number of plugs in this manner. The dealer supplied three dee jays with approximately 100 of the records to give away to listeners. A screening was held for dealers and dee jays.

Four local radio shows with live audiences at the studio gave away tickets and records to participants for three weeks prior to opening and during the run.

KSAN, which has a large Negro audience, ran a contest for 10 days. All the station dee jays participated. We gave a record player, 10 LP's, 25 copies of the Earl Grant single and 50 theatre passes. Over 900 entered the contest which involved guessing the secret



combination of letters having to do with the picture title.

The portion of our campaign directed to the colored people was quite successful as the audience at the theatre numbered as many as 20 per cent of them at times.

Several screenings were held for Negro organizations, among them women's clubs, the Booker T. Washington Center, PTA groups, Josephine Cole, Negro head of the city school drama department, the Negro Chamber of Commerce, etc. Ads were placed in two Negro newspapers, and they gave a lot of publicity space to the film. One of them published the story in serial form in four editions. A colored woman who is the head of the Negro Woman's Clubs was paid to do telephone promotion for one week, and contacted all the Negro organizations and many individuals.

In a tie-up with the one million dollars worth of jewels worn in the picture, the I. Magin department store cooperated on a jewel stunt. The idea used was to select a woman off the street in front of the store and bedeck her with the fortune in jewels. This stunt was covered by all four dailies, two wire services, two TV station news photographers. As a result three dailies gave a story and photo; one daily a photo; the two wires sent it out; and the two TV stations used it on their six p.m. and 11 p.m. broadcasts.

Building banners were used two weeks prior to opening and during the run. A search light was used in front of the theatre on opening night. Bus cards were used. Juke boxes in the downtown area carried theatre credits on the Earl Grant record. Macy's department store gave away 500 fan photos and gave the film and giveaway space in their ads. Ten record shops in the downtown area carried window copy, stills, etc., on the Earl Grant record.

A tie-in was made with the San Francisco News which was running an annual cooking contest. A bonus prize for the first place winner was a trip for two to the Universal studios in Hollywood. This resulted in 12 daily mentions on the woman's page. We also had a 40x60 at the theatre front regarding this contest.

Earl Grant appeared at a local night club during the run of the film. He was contacted personally and as a result he announced the picture each night during each of his three shows. We also obtained column mentions with him.

## D. | MERCHANTS

### Number 59

#### Shoe Tieup For "This Happy Feeling"

**THEATRE:** Palace,  
**ADDRESS:** Karachi, Pakistan  
**MANAGER:** Humayun H. Baigmohamed

For our engagement of U-I's "This Happy Feeling" we effected a tie-up with the Bata Shoe Company whereby they offered four pairs of sandals free to holders of lucky ticket stubs which were drawn during intermission time by us. This stimulated business to a great extent.

Bata further took three co-op newspaper ads measuring six inches by 2 inches with cut from the film and full credits to the picture at their own cost. They also provided us with a huge show-case in the best shopping center in town, Elphinstone Street; and also displays in their 21 other shops all over Karachi.

All this cost us nothing. All we did was to give them the idea that advertising their shoes with the slogan "You Too Can Have 'This Happy Feeling' With The New Hawaiian Sandals" would stimulate their sales.

We provided them with a show-case in the theatre.

Patrons were extremely pleased with the free gifts of shoes and we feel that tremendous goodwill was created by the give-away co-op.



Carolyn Jones, co-star, Paramount's "King Creole," recently presented MOTION PICTURE EXHIBITOR's Showmanship Award to Val Dage, manager, Granada, Reno, Nev., for his exploitation of the film. The presentation was in the Coach Room of the Hotel Mapes.

## I. | INSTITUTIONAL

### NUMBER 42

#### A 50th Anniversary

**THEATRE:** Glenn  
**ADDRESS:** Georgetown, Ky.  
**MANAGER:** Wayne Walker

Recently we held the 50th anniversary of our theatre; with the feature being DCA's "The Golden Age of Comedy", a most appropriate subject for such occasions.

We had a short stage program called "Do You Remember". Appearing on the stage were several of the local old-timers. One lady who played the piano 45 years ago was back to play one of the same songs on one of the same pianos. Zip Lee, famed comedian of yesteryear, was one of the guest speakers; and George Pugh, manager, Schine's New Strand, Lexington, Ky., who started out as a popcorn boy when he was still in high school, was another.

The program was a donational being given for the Georgetown Public Library in memory of the late Mrs. Virginia Lee Ward, author of "The House of Discord" and other books.

On display were several old advertisements of films gone by.

Also, Georgetown College recently had as guest speaker Sir Cedric Hardwicke. I was able to get "Baby Face Nelson" booked back in on the same days that he was at the college. My advertisement read: "See Sir Cedric Hardwicke in person at the Georgetown College . . . See him on our screen in 'Baby Face Nelson'."

The college was well pleased with our getting one of his films and their advertisements also told of his movie fame.



A lucky lady patron is seen drawing a ticket entitling her to a pair of Hawaiian sandals in a recent tieup effected with Bata Shoes by Humayun H. Baigmohamed, Palace, Karachi, Pakistan, in connection with his showing of U-I's "This Happy Feeling."

The star talked with me for awhile telling me how films were made, etc. and autographed a picture for me which I will be able to use on other films in which he appears.

### NUMBER 43

#### Bonus for Displaying Bumper Strips

**THEATRE:** Glenwood Drive-In  
**ADDRESS:** Glenwood, Ark.  
**MANAGER:** J. A. Eggerman

We recently worked out a little stunt at no cost to us which guarantees us a better display of our bumper strips on patrons' automobiles.

Our "Bumper Club" drivers are presented with attractive cards printed in three colors whenever they come to the drive-in and their bumper strip is in good condition and clean. These cards read: "Have a Coke from our Coca-Cola dispenser FREE when this card is presented at our fountain. You'll be glad you did! Glenwood Drive-In Theatre, Glenwood, Ark."

The Coca Cola Company supplied us with the cards to be given at the gate and redeemed at the snack bar; and they redeem them on our next order.

As a result we have these traveling sign board bumper strips all over the vicinity at practically no cost. The offer is for a two month period.

### Number 44

#### "Fair" Promotion From Merrie England

**THEATRE:** ABC Ritz,  
**ADDRESS:** Yorks, England  
**MANAGER:** Peter H. Gaston

More in the nature of "public relations" than that of a promotional effort connected with one particular film was our effort recently in behalf of "The Reluctant Debutante."

In this part of England the annual "Gala", or local fair, has great local importance, and the Keighley Gala has been in existence since 1877 and is one of the largest in the north of England.

I already serve in an honorary capacity on the committee for the Gala, acting mainly as their "entertainment" expert, and when the committee expressed their disapproval of the previous method of choosing the Gala Queen at the local dance hall, I was quick to suggest that we use the theatre stage in lieu thereof.

The tie-up with "Reluctant Deb" was, of course a natural. On 50 poster sites, the theatre foyer and 20 co-operating traders windows the slogan "Don't Be A Reluctant Debutante—Enter Now For Gala Queen, 1959" could be seen.

Press coverage was terrific. We had a total of eight individual write-ups, two front page pictures and the whole of "Woman's Page" within the space of a fortnight.

Local dress traders gave us three beautiful dresses for the Queen and runners-up, while the Parks Committee made a magnificent job of dressing the stage with flowers, etc.

Excitement throughout the town was intense, and a most satisfying point was that it resulted in my being made a life member of the Gala committee, the first person outside the actual committee to be given the honor in 82 years; and an honor normally reserved for those with a minimum of 15 years committee service.

Business was well above average; and the cost to the theatre was only 25 Shillings, about \$3.00

### Number 45

#### Movies Are A "Life-Saver"

**THEATRE:** Patricia,  
**ADDRESS:** Powell River, British Columbia  
**MANAGER:** Jack Reid

Here is an idea the basic thought of which was lifted from the columns of EXPLOITATION. It was altered and adapted and used as an interest-provoking gimmick.

My confection salesman promoted 1,000 single Life Saver candies and the staff stuffed envelopes imprinted: "Movies are a 'Life-Saver'"

(Continued on next page)



## National Mags Aid Pre-Selling Of "Earth"

NEW YORK—The largest national magazine and Sunday supplement advertising campaign in the history of Universal Pictures Company with 21 leading magazines and 215 week-end newspaper supplements with a readership in excess of 205,000,000 being used, has been set for "This Earth Is Mine," it was announced recently by David A. Lipton, vice-president.

The national magazine and Sunday supplement advertising campaign on "This Earth Is Mine," the Vintage Production in Technicolor and CinemaScope starring Rock Hudson, Jean Simmons, Dorothy McGuire and Claude Rains is part of the record pre-selling campaign being developed for the picture by Universal.

Patterned after the eminently successful campaign employed in pre-selling "Imitation of Life" earlier this year, the national magazine advertising campaign on "This Earth Is Mine" is geared to saturate the entire female and family audience and the young adult and teen-age markets, Lipton pointed out. Special types of ads designed to appeal to the specific readership of each of the publications have been developed to achieve the maximum effectiveness, Lipton added.

In discussing the record "This Earth Is Mine" campaign in New York recently at a luncheon at the Harvard Club attended by executives of the leading circuits gathered to hear a presentation by Look Magazine about the effectiveness of national magazine advertising in pre-selling films and increasing motion picture attendance, Charles Simonelli, Eastern advertising and publicity department manager of Universal, detailed the reasons for Universal's selections of certain types of magazines for use in the campaign. He stressed that it was extremely important for exhibitors to encourage the film companies in the use of national magazines to pre-sell motion pictures and for them to realize that money spent in this medium in no way diminishes the amount of money available for local level selling but rather tends to make the local level selling much more effective.

Simonelli recalled for his listeners that it is not surprising to find that Universal's biggest grossing pictures—"The Glenn Miller Story," "To Hell and Back," "Magnificent Obsession" and "Written on the Wind," all had substantial pre-sell in national magazine advertising campaigns and that "Imitation of Life" received the biggest national magazine advertising campaign at a time when the trend was away from this important type of pre-selling, industry expenditures in national magazines having dropped more than 50% in the two years prior to its release this Spring. Simonelli's presentation was introduced by Henry H. Martin, general sales manager of Universal.

After Simonelli had covered the reasons for the selections of certain types of national magazines for the company's "This Earth Is Mine" campaign, Robert Seamon of Look Magazine discussed the results of the magazine's continuing research program on the importance of pre-selling motion pictures through national magazine advertising. He disclosed that 38 out of every 100 Look readers were frequent moviegoers and that over 50% of the magazine's readership were in the age category that has been found to attend movies frequently. The magazine recognized its effect in helping to build greater motion picture audiences by devoting increasing space in each of its issues to news of the motion



Roger H. Lewis, center, UA national director of advertising, publicity and exploitation, flanked by Martin Rackin, left, co-producer of Mirisch Company's "The Horse Soldiers," and Leon Roth, Mirisch Company vice-president, recently revealed UA's million-dollar-plus national promotion campaign for the film.

### MOVIES ARE A "LIFE-SAVER"

(Continued from preceding page)

Saver' Change your blues to rosy hues . . . enjoy life! Directions: Go to the theatre tonight and while comfortably seated, watching the big picture, good sound, in color, no commercials . . . open envelope and enjoy life-saving effect of good entertainment. Patricia Theatre."

I got the two biggest grocery store dealers, a department store and a super-market, to drop the envelopes into each grocery order so that ma would find the envelope as she unpacked—and if she found a double pass in her envelope, also, so much the better.

This area, a "company town" with a paper mill producing a tremendous portion of newsprint for the U.S.A. and Canada, had it soft for years; but TV with its insidious strangling touch, has in the past two years reduced the town to the normal level. So it's necessary to utilize every possible method to remind the locals that "the show" is still on hand entertainment-wise; and that there is something bigger and better to watch than that "little gray screen in the living room." Enthusiasm is still our stock in trade.

pictures and personalities.

All the magazines being used in the "This Earth Is Mine" campaign will be on the newsstands in June prior to the scheduled Coast to Coast kickoff of the picture for the July 4th weekend to provide the greatest possible promotional impact on the local level.

The 215 weekend newspapers will be reached by "This Earth Is Mine" ads in the June 21st issues of American Weekly and Family Weekly. The magazines which will carry the "This Earth Is Mine" ads include Life, Look, Good Housekeeping, Seventeen, Redbook, etc.

### 16-Page Times Supplement Launches "Cordura" Campaign

New York—The largest single piece of newspaper advertising ever placed for a motion picture, a 16-page magazine supplement devoted exclusively to Columbia's "They Came to Cordura," appeared recently in "The New York Sunday Times".

In addition to the Times' 1,350,000 circulation and 3,000,000-plus readership, more than 50,000 copies of this supplement have been sent to important opinion-makers throughout the world.

Columbia executives emphasized that this was merely the kickoff of a comprehensive campaign some four months in advance of the prospective world premiere of the film.

## UA Preps Mammoth "Soldiers" Campaign

NEW YORK—One of the biggest and most comprehensive promotion campaigns in company history has been set for United Artists' "The Horse Soldiers." Plans for the mammoth promotion, budgeted in excess of \$1,000,000, were revealed at a joint trade press conference in New York by Martin Rackin, co-producer of the Mirisch Company presentation with John Lee Mahin; Leon Roth, vice president of the Mirisch Company; and Roger H. Lewis, UA National Director of advertising, publicity and exploitation.

Lewis said that the scope and size of the promotion were commensurate with the film's huge boxoffice potential, and would provide exhibitors with the incentive and enthusiasm to carry the program through on their own local levels. Rackin emphasized the vast built-in production and promotion values riding with "The Horse Soldiers." He cited the combined marquee power of its stars, John Wayne and William Holden; the craftsmanship of Director John Ford; and the broad action and epic quality of the production.

The all-out promotion will place particular emphasis on intensive local level campaigns via heavy co-operative advertising in advance of key regional playdates. These campaigns will make extensive use of radio, television and Sunday supplement advertising. An important aspect of the advance exploitation campaign includes a special series of full page color ads for pictorial review papers in 11 cities. In addition, United Artists is preparing a series of color ads and facing half-page ads for heavy opening-week penetration in some 25 situations across the country.

Other key elements of the blue-chip promotion include a major music cross-promotion; star tours; off-the-amusement page advertising; heavy radio and television penetration; intensive magazine and newspaper editorial promotions and layouts; special TV featurettes and newsreel clips; audience previews aimed at opinion making groups and organizations; direct mailing campaigns; book promotions; contests; and numerous merchandising tie-ups with major department stores, retail outlets and service companies.

The music campaign involves two United Artists' Records LP albums. In addition to "The Horse Soldiers" soundtrack album, UA Records is releasing "Constance Towers Sings to the Horse Soldiers," featuring vocal selections by the young actress who makes her film debut in the Mirisch Company production. These albums are being distributed nationally and to radio and television contacts, record librarians and key disc jockeys in the New York area, along with Stan Jones' 45 rpm "I Left My Love." Heavy disc jockey plays, dealer promotions and displays, and UA field activity will spark the music promotion at the local level.

In addition, more than 25 national merchandising tie-ups have been set, including major book promotions with the Dell Pocketbook and Harpers Book Publishing Companies. The tie-ups involve full credits for the UA release, displays, posters, co-operative trade ads and dealer promotions.

Summing up the giant promotional effort, Rackin and Roth declared: "All of the commercial ingredients—the chemistry that makes for really big boxoffice—can be found in this picture. Our intensive selling campaign is designed to develop and exploit this potential in terms of the broadest possible market.



## COMPANY ASSISTS

MGM and the Mercedes-Benz Company are joining in a two-continent, 25-nation campaign to promote and exploit "North By Northwest" through the participation of 5,000 Mercedes-Benz dealers in the U.S. and Europe. The campaign is first on such a scale ever entered into by the company. The automobile is prominently featured in the film. Plans are underway for Mercedes-Benz to advertise and publicize the picture in newspapers, on radio and via television, simultaneously with the release and MGM ad campaign. Factories and dealers will prepare direct mail material to send to car owners and prospective buyers, prepare window and/or show-room display material calling attention to the use of the car in the film, and arrange with all theatres for display of a Mercedes-Benz in the lobby or foyer during run of the picture. Additionally, there will be a parade of Mercedes-Benz cars on opening day at the local theatre, with banners calling attention to its movie use; one-minute radio and TV spots telling of the auto's part in the picture; and film promotion copy for salesmen to use for sales or demonstration of Mercedes-Benz.

UNITED ARTISTS has set a national promotion with the Gold Seal Company for Bob Hope's "Alias Jesse James" involving full page ads in more than 200 newspapers. The displays are now running. The tieup with Gold Seal Company, manufacturers of products for outdoor cooking, gives full credits for the Hope production in advance of key regional bookings. It is a major phase of UA's all-media campaign for the film involving heavy local level co-op advertising, radio and television spot penetrations, disc jockey plays and merchandising tie-ups.

### THE NEW 1959

## "Showman-of-the-Year" CONTEST

Each individual achievement, selected by the Editorial Board and published in this every-second-week EXPLOITATION Section of MOTION PICTURE EXHIBITOR, will receive an Achievement Citation. Five by the same showman published in any one year will receive a SILVER Achievement Citation. And, should any showman ever accomplish ten in the same year, a GOLD Achievement Citation will be awarded. No weekly or monthly prizes will accompany such citations.

At each year's end, all such published achievements will be submitted to the "COMMITTEE OF 100" theatre circuit executives for their individual study and their personal choice of the BEST FIVE. A minimum of

**\$1000000  
IN PRIZES**

will be awarded to the five "SHOWMEN-OF-THE-YEAR" so selected. Alert showmen, interested in the international distinction to be gained from such awards, will recognize that an advantage lies in winning repeated individual published achievements. Address all submissions and photographs to: GEORGE F. NONAMAKER, Feature Editor, MOTION PICTURE EXHIBITOR, 246-48 N. Clarion Street, Philadelphia 7, Penna.

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Ushers at the Broadway-Capitol, Detroit, recently were attired as above to exploit Columbia's "Bandit Of Zhobe." They wore the costumes a week before and during the engagement of the film, and the costumes were also used for street ballyhoo before the engagement.



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MOTION PICTURE

# EXHIBITOR

JUNE 10, 1959

Volume 62

Number 5

IN TWO SECTIONS • THIS IS SECTION ONE

*Plus...*

**SHOWMEN'S  
TRADE REVIEW**

Founded in 1933 by  
CHARLES E. "Chick" LEWIS



## Injunction Sought Over "Shaggy" Policy

(See Page 6)

## Detroit Theatres Stress B-B Efforts

(See Page 8)

Barney Balaban, president, Paramount Pictures, presided last week at his 22nd consecutive stockholder meeting and revealed that the company is considering diversification into fields other than entertainment. (See Story on Page 5)

**editorial:** An Affair of Honor . . . (See Page 3)



20<sup>TH</sup> HAS THE HAPPY SHOW  
FOR SUMMER WHEN  
THAT 'GIGI' GIRL  
AND 'MISTER  
ROBERTS'  
START TO DO  
THE MOST  
DELIGHTFUL  
THINGS  
TOGETHER!

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for some l'amour  
—and naturally  
a Frenchman  
took it from there!



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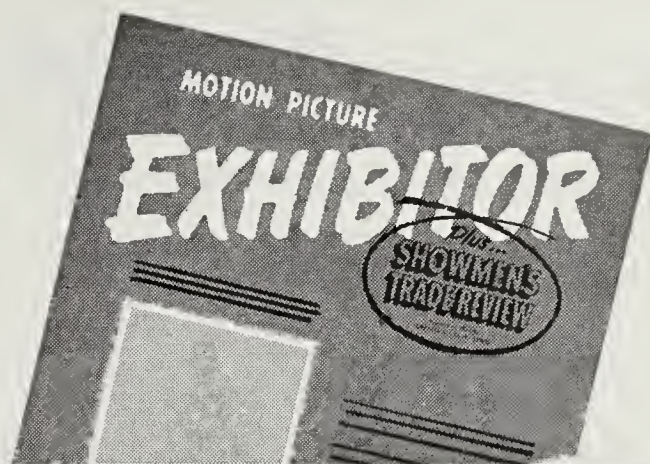
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VOLUME 62 • NO. 5

JUNE 10, 1959

## AN AFFAIR OF HONOR

HISTORIANS OF the future must tell of the Motion Picture Pioneers, and of such men as Jack Cohn and Ned E. Depinet, with a glow of pride.

Starting as an organization of "old timers," to mark the attainment of seniority by other "old timers" through an impressive annual dinner, it was soon realized that there was a need for something more than a dinner club. In the course of years, many an "old timer" had come on bad times. Luck that had flown high on the wings of youth, had sometimes faltered and foundered at the very time when the years discouraged a fresh start. Changes in a changing industry had seen businesses liquidated, and middle-aged men left to fight for a new foothold after lives of loyalty to one company. And health, probably the least thought about of all of God's gifts, was often snatched away to become the drain down which leaked an entire life's savings.

So, Motion Picture Pioneers took up the challenge in an industry that prides itself on taking care of "its own." Once each year, a "hat" was passed among those who "had," and

their Foundation was established.

Small at first, it gradually prospered and grew. But as year piled on year, and as conditions inside the industry worsened, the demands grew faster than the "hat" could support. Started originally by Jack Cohn of fond memory, this project is now the avocation and life work of that genial gentleman and able executive, Ned Depinet. No similar organization could afford such talent to direct its destinies, for Ned works from his heart and not for dollars. Quietly and unobtrusively, more than 1,200 "old timers" have now benefitted from this Pioneers function.

But the well is running dry! New funds are urgently needed. Whether \$1 or \$100, or whether personally or as a business deduction, it is time to pass the "hat." There is no questioning the worthiness of the cause. It could be, and might still be, for one of us.

Direct your donations to Ned E. Depinet, Motion Picture Pioneers, RKO Building, Radio City, New York. You'll be glad you did!

## THE BLACK AND WHITE OF IT

THANKS TO Bob Levine, of Levine Enterprises of Norfolk, Virginia, we note that the president elect of the New Jersey Pharmaceutical Association, who is also a member of the Hoboken (N.J.) Board of Education, has placed himself squarely opposed to TV. As Edward C. White of Hoboken states it: *"The personal health of millions of Americans would be better if they turned off their TV sets and went more often to the movies for entertainment."*

Mr. White cites, in support of his contention, the heavy

demand for headache remedies advertised on TV. Many of these same headaches, for which treatment is sought, could have been caused by the eyestrain from watching too much TV, and too many of these same advertisements, says Mr. White.

Sort of perpetual motion. TV commercials cause eyestrain, eyestrain causes headaches, headaches cause headache remedies, headache remedies cause TV commercials. And around we go again!

## A DEATH IN STURGIS, SOUTH DAKOTA

WE ARE INDEBTED to a subscriber in Belle Fourche, S. D., for the following editorial that appeared recently in the Sturgis (S. D.) Tribune. It is the kind of thinking that could well be used by any theatreman, faced by similar economic considerations, to alert his townsmen to the theatre's place in their community. Here it is:

*"It was with sincere regret that the Dakota Theatre closed its doors this week because of lack of community support. The management of the Black Hills Amusement Company which owns the theatre here, announced it was forced to cease operations here because it was not economically feasible to continue operating at a financial loss."*

*"That, of course, is understandable. The theatre, like other business enterprises in the community, cannot be expected to stay in business when it does not receive the support of the community. But the loss is not the Black Hills Amusement Company's alone. It will also affect the community as the entertainment which a good theatre provides is no longer in operation here."*

*"The classic quotation 'each man's death diminishes me because I am part of mankind' could be paraphrased in this*

*case to read, 'each business that closes reduces the economic strength of the entire community and I am part of the community.'*

*"It is particularly bad when a Main street establishment is forced out of business because visitors passing through town understandably wonder about the economic stability of a community that has boarded up business places. It certainly is not an inducement for others to engage in new business enterprises where there is visible evidence of lack of community support."*

*"Of course, it is unfortunate when any business is forced to close its doors. It is doubly unfortunate when the only business of its kind in the community shuts down. Loss of the theatre leaves an entertainment void in the community that will be difficult to fill."*

*"We sincerely hope that the theatre will again be in operation in the not too distant future, and that the citizens of this area will patronize it better next time. We want and need more business here, not less."*

So a business died in Sturgis! May its death help similar businesses, in similar towns, to survive!



# NEWS CAPSULES

## AB-PT Duo Keeps Plugging For Orderly Release Setup

We've said it before! Both Leonard Goldenson and Edward L. Hyman of American Broadcasting-Paramount Theatres are doing a massive job in the interests of orderly release trying to plug seasonal empty spots with worthwhile releases.

Through salesmanship discussions with distributors and talks with individual producers themselves, the pair has never let up, and the result is that the releases during the September-December quarter shape up as strong theatre fare, indeed.

In addition to this evidence of their faith in our industry, we have been privileged to see some of their plans for promotion of top features that seem certain to make boxoffices everywhere hum with profits.

Prizes are being set up for achievement on the part of theatre personnel in efforts to surpass the profits in past years during the September-December period. The slogan adopted for the drive follows:

September, October, November, December, plus YOU equals the sound plan of achievement.

We like it! So will everyone who follows through. —J. E.



## BROADWAY GROSSES

### Fair All-Holdover Session

NEW YORK—The top holdovers continued doing fair business on Broadway last weekend. There were no openings.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the break-down was as follows:

**"WOMAN OBSESSED"** (20th-Fox). Paramount (\$39,453)\*—The second week was claimed at \$25,000.

**"ASK ANY GIRL"** (MGM). Radio City Music Hall (\$147,610)—The third week was expected to hit \$138,000, with Thursday through Sunday accounting for \$90,000.

**"PORK CHOP HILL"** (UA). Roxy (\$55,405)—Friday through Sunday garnered \$23,000 with the second session heading for \$38,000. Stage show.

**"THE WORLD, THE FLESH, AND THE DEVIL"** (MGM). Capitol (\$33,350)—The third week was anticipated at \$14,000.

**"AL CAPONE"** (Allied Artists). Victoria (\$22,900)—The 11th week was reported at \$14,000.

**"ALIAS JESSE JAMES"** (UA). Astor (\$25,630)—Fourth week announced as \$15,000.

**"THE YOUNG PHILADELPHIANS"** (WB). Criterion stated the third week would hit \$19,500.

**"SOME LIKE IT HOT"** (UA). Loew's State. The 10th week was \$32,256, with the Sunday of the 11th week tallying \$5,576.

**"DIARY OF ANNE FRANK"** (20th-Fox). RKO Palace reported fair returns on reserved seat engagement.

\*Figures in parentheses reveal 1958 average as compiled by MOTION PICTURE EXHIBITOR.

A Quick Summary of All Important Industry News Condensed for the Busy Executive.

FORMS FOR THIS PAGE CLOSED AT 2 P.M. ON MON., JUNE 8

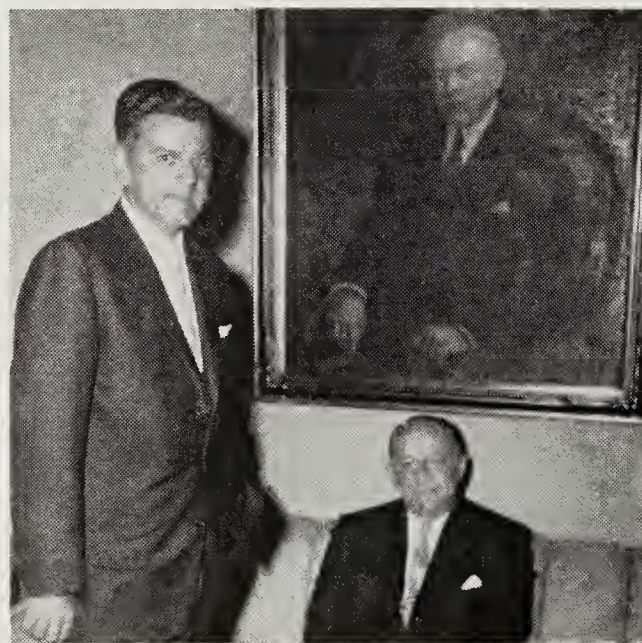
## Buena Vista Replies To "Shaggy" Law Suit

NEW YORK—Irving H. Ludwig, president of Buena Vista, stated this week that the recent action filed by the Fresh Pond Open Air Theatre of Cambridge, Mass., is completely without merit and apparently calculated to mislead the public regarding Buena Vista's policy of seeking a fair rental fee from this exhibitor for the licensing of "The Shaggy Dog."

Buena Vista plays no part in fixing the admission prices which a theatre desires to charge, Ludwig added. The exhibitor may charge whatever admission price he wishes and, if he so desires, he may charge only for adults. However, Ludwig said, regardless of the admission price policy of the exhibitor, Buena Vista is entitled to reasonable compensation for the exhibition of its pictures. To insure a reasonable return, Buena Vista has offered to license "The Shaggy Dog" on terms that provide a minimum rental fee for each theatre patron, including both adults and children. This "per capita" licensing method has been approved repeatedly by the Department of Justice as not being in violation of the anti-trust laws and as a fair and reasonable licensing method, it was pointed out.

Walt Disney pictures, such as "The Shaggy Dog" are designed for wholesome family entertainment, having special appeal for children, Ludwig stated, adding that it would be manifestly unfair to require Buena Vista, as the plaintiff in the action seeks to do, to base its rental fee solely on the number of adult patrons viewing the picture.

## FATHER AND SON



Si Fabian, seated, industry pioneer and president of Stanley Warner Theatres, and Edward Fabian, assistant secretary, Fabian Enterprises, comprise a well-known father and son team in the motion picture industry.

## Minsky To Assist Weltner

NEW YORK—Howard Minsky, a veteran distribution executive with Paramount Pictures, has returned to the company's domestic sales organization as assistant to George Weltner, Paramount vice-president in charge of worldwide sales.



## FILM FAMILY ALBUM

### Arrivals

A daughter, Alycia Anne, was born to Mr. and Mrs. Roger H. Lewis, of New York, in the Lying-In Hospital on June 2. Lewis is national director of advertising, publicity and exploitation for United Artists. Mrs. Lewis is the former Lisa Daniels, Birmingham, England, and is a stage and television actress.

### Gold Bands

Ellen Renee Silverstone, daughter of 20th-Fox International Corporation vice-president Emanuel Silverstone, was married last fortnight at Hotel Pierre in New York to Richard M. Hammer. After a wedding trip to Mexico, the couple will reside in New York City.

Myrtle Anne Rodgers was married on June 6 to Edward McGrath at the Church of Saints John and Paul, Larchmont, N. Y. The bride is the daughter of Mrs. William F. Rodgers and the late William F. Rodgers.

### Obituaries

Harry Berman, 78, onetime owner of a chain of South Philadelphia movie theatres, died last fortnight in Atlantic City. He is survived by his wife, three daughters, a son, a brother, and a sister.

Captain George W. Cowan, 80, police censor in Providence, R. I., for 31 controversial years until he retired six years ago, died at his home.

John B. Findley, who retired from the theatre field in 1954, died at the Pratt Diagnostic Institute, Boston. He headed Westerly Theatre Operating Company, which operated the United, Westerly, and the Central, Pawcatuck, Conn., and was president of United Theatre Company, Westerly, and also operated the Strand, Mystic, Conn. He is survived by his wife.

Mrs. Margaret Glackin, 72, widow of John S. P. Glackin, Connecticut theatre pioneer who operated the Arch Street, New Britain, Conn., and other properties in association with the George LeWitt interests for many years, died on June 2.

Jon Mayer, son of Fred Mayer, veteran Universal New York film salesman, was killed in an automobile accident in Salt Lake City last fortnight.

Charles Vidor, 59, veteran film director, died last week of a heart attack in Vienna, where he was directing "Magic Flame" for William Goetz. He is survived by his widow, two sons, a son by a former marriage, and a sister. Born in Germany, he was active in the industry there before going to Hollywood.



# Flexible Para. Plans Diversification

## No Limits On Production; Balaban Sees Toll-TV In Several Thousand Homes, Enhancing Post-'48 Films

NEW YORK—At the 22nd successive annual meeting of Paramount stockholders presided over by Barney Balaban, president, held last fortnight at the home office, he reviewed current and planned Paramount activities in general, and described the company as "a flexible growth" corporation. Balaban foresaw expanded diversification of its commercial interests.

He emphasized that the policy of the company would be to augment and expand the creative activities of the studio. Discussing the recent "change of command" at the Hollywood studio, Balaban reiterated that "we have placed no limitation upon our production department with regard to the acquisition of story material of superior merit, the number of pictures to be produced, or the talent required in producing them."

The company's primary objective, the Paramount chief executive said is "to furnish our exhibitor customers with a sufficient volume of boxoffice attractions to keep the public coming back to their theatres." He paid tribute to Y. Frank Freeman, who recently resigned as vice-president and studio head; and at the same time expressed gratification at having as new administrative head of the studio Jacob H. Karp, whose "long experience with all aspects of studio operations and his tested administrative ability combine to make his selection a logical one."

"While in the past our diversification program has been related directly or indirectly to motion pictures and the entertainment industry," Balaban said, "our minds are now open to the acquisition of additional interests not necessarily related to our traditional area of activity. . . . As a matter of fact, we are studying a number of such situations at this time."

In connection with toll TV, it was announced that the headquarters of Paramount's International Telemeter Company would be moved from Los Angeles to New York within the next month or two. Balaban stated "with confidence" that he expected pay television to be in operation in several thousand homes by 1960.

It was revealed that since January 1, 1959, the corporation bought up approximately 43,000 shares of its own stock at a cost of about \$2,000,000, but it was not expected that stock purchases would continue at the same rate as in 1958 when more than 200,000 shares were acquired at a cost of about \$8,000,000. "As a direct result of the stock retirement program," Balaban told the stockholders, "your equity has been increased by about 48 per cent over what it would have been had we not conducted this program since the beginning of 1950."

As to the sale of post-1948 films to television, Balaban said, "Except for a few multiple station markets where the play-off is necessarily much faster, it would seem that the supply of pre-1948 film would last for another two or three years or possibly longer. Under these circumstances," he said, "it would be premature to give this matter serious consideration at this time. As the supply of pre-'48 diminishes, we can expect that television's demand for feature films would increase accordingly, enhancing the value of

## TOA's Technical Survey Gets First "Customer"

NEW YORK—S. C. Sunness, general manager, Sunness Theatres, Binghamton, N. Y., last week became the first "customer" of the Council for the Improvement of Theatres and Motion Picture Projection when he requested technical inspection of his Jarvis, Crest and Art theatres. He asked that projection and auditorium acoustics be checked without charge to the theatres.

The TOA, which is administering the program for the council, immediately forwarded the request to the National Theatre Supply Company, Buffalo, N. Y., since Sunness had indicated on his questionnaire that he deals with this firm, which is on the list of about 150 dealers and suppliers who have been certified by the Theatre Equipment Dealers Association as ready to cooperate in the program.

## Ephrons Sign With Para.

HOLLYWOOD—A further step in the Paramount Studio's accelerated production program has been taken with the signing of Henry and Phoebe Ephron, producer-writer team, to a long term contract, it was announced by Jack Karp, vice-president and administrative head of the studio.

The husband-and-wife team has many outstanding writing credits, including the films "There's No Business Like Show Business," "Daddy Long Legs," "Carousel," and "Desk Set." Ephron also produced, among other pictures, "Carousel," "Desk Set," and "A Certain Smile."

our product." He reminded that Paramount was the last of the majors to dispose of its pre-'48 inventory, and benefitted thereby. "In any consideration of our past-'48 library, there is the ever alluring potential of pay television," he said.

"On May 25, the guaranteed portion of Paramount's sale of its film backlog to TV, in the amount of \$35,000,000, payable over a period of years beginning in 1960, has already been covered," Balaban said. "In the additional phase of our agreement, upon which an additional \$15,000,000 will be payable over a period of years, the prospects appear favorable in view of the sales results thus far."

The 100 per cent Paramount owned "space age" science venture, Autometric Corporation, contemplates association with some of America's leading corporations in "classified" projects in connection with defense programs, it was said.

"Telemeter Magnetics, Inc., formerly a subsidiary of International Telemeter Corporation, has now become a subsidiary of the parent company with Paramount holding an interest of more than 90 per cent," Balaban stated. "Telemeter Magnetics has made very heartening progress during 1958 and this progress has continued during the first quarter of this year. We reaffirm our belief that Telemeter Magnetics will continue to experience orderly growth in a vastly expanding field."

Balaban cited forthcoming Paramount product as testimony to the company's determination to furnish the exhibitors with boxoffice attractions in volume.

In connection with "The Ten Command-

(Continued on page 12)

## Chi Council Defeats Censor Compromise

CHICAGO—Alderman Leon M. Despres was accused last fortnight of committing a fraud on the council's police committee by submitting a proposed new motion picture censorship ordinance, which the committee voted to reject with only Despres dissenting.

The present ordinance provides pre-censorship of all motion pictures. But the censor board has quit labeling films "for adults only" under a federal District Court ruling March 24, invalidating portions of the ordinance. Under Despres' proposed measure, pre-censorship would be ended except for pictures to be shown to persons under 18 years old.

William Kaska, assistant corporation counsel, said it is "just a subterfuge and an attempt to hoodwink the committee." Another assistant corporation counsel, James Daley, said it is "an attempt to put a law before the committee which would easily be knocked out." Alderman James A. Condon branded the ordinance "a fraud perpetrated on the committee."

Despres said he opposed all movie censorship, but proposed this measure as a compromise. Kenneth Douty, executive director of the American Civil Liberties union, said the city should get out of the censorship business.

Alderman Thomas Rosenberg said, "We don't censor newspapers because they are established and responsible," but he charged movie producers and directors "have no responsibility to the public—are just interested in the box-office." He said he thought it "unfortunate that we have no censorship for television."

## MPAA Welcomes S.F. Fete

NEW YORK—Eric Johnston, president, Motion Picture Association of America, Inc., recently wrote to Irving M. Levin, director of the San Francisco International Film Festival, expressing best wishes for the success of the Festival which will be held Nov. 11-24.

Johnston's letter follows:

"It is very encouraging to know that the San Francisco International Film Festival is continuing to grow, not only in the support of the citizens of San Francisco, but also in worldwide recognition.

"I am pleased again this year to express the best wishes of the Motion Picture Association and myself for the continuing success of the Festival.

"The Festival is another demonstration of the importance of the interchange of motion pictures among nations to the growth of common understanding and good feeling among the peoples of the world.

"With best wishes for your success."

## MGM Exec Returns To Stage

NEW YORK—It was learned last fortnight that Kenneth MacKenna, head, MGM story department for the last 20 years, had resigned his post to return to Broadway in the leading role of Dore Schary's new play, "The Highest Tree."

This will mark MacKenna's first New York stage appearance since 1937.

Schary formerly controlled production at MGM before his own return to Broadway.



# Mass. Drive-In Seeks Injunction Against "Shaggy" Kid Admissions

BOSTON—The Fresh Pond Open Air Theatre, Cambridge, Mass., has brought a civil action against Buena Vista Film Distributing Company, Inc., asking for an immediate date for a hearing on a preliminary injunction enjoining the film company from imposing admission fees on children for its film, "Shaggy Dog." The theatre also asks the injunction to be a permanent one and that the suit be retained on the docket for trial on treble damages should the injunction be denied.

The complaint, filed June 3 in the U. S. District Court at Boston, charges that Buena Vista has committed unlawful acts violating the consent decree by forcing all outdoor theatre owners to charge a fee of 17½ cents per child under 12 years of age. The figure, 17½ cents, is what the Buena Vista wants, so that exhibitors may charge children any figure they desire. Should an exhibitor refuse to pay this admission fee, Buena Vista will not enter into a contract for the film. This, in fact, is price-fixing, in violation of the Sherman and Clayton Acts, the complaint charges.

The owners of the Fresh Pond Theatre, although desiring to play "Shaggy Dog" (the availability date is June 24), have refused to agree to charge for children. The film company, in turn, has refused to license the film to the Fresh Pond. Thus, the complaint continues, the theatre is threatened with great and irreparable harm in the operation of its business. Without playing "Shaggy Dog," which is booked into competitive drive-ins, the Fresh Pond would have to show inferior films. And if they did charge for children, many of their long-time patrons would no longer continue to come to the theatre. And yet, if the theatre acceded to the demands of Buena Vista, it would be in violation of the anti-trust laws, it is claimed, since the agreement would constitute "price-fixing."

The Fresh Pond Theatre is owned by four men, three of them brothers, all lawyers, George, Walter, and Charles McLaughlin and John Powers. They built it in 1950 and have maintained a high standard of operation. They are careful not to play a "condemned" film, those glorifying juvenile delinquency, or pictures showing extreme violence.

"Our theatre is based on a strictly family business and no picture is played that is not suitable to family viewing. We feel a certain sense of moral responsibility towards our patrons who come back to us week after week," said George McLaughlin. "We have been highly commended over the years by our patrons for this policy. We have never charged for children and we never intend to do so." The Fresh Pond is one of the more successful drive-ins in the Greater Boston area. It has 1500 speakers. The buying and booking is handled by Affiliated Theatres Corporation, with Charles McLaughlin personally supervising the film fare.

A preliminary injunction hearing on the civil action will be held June 11 before Federal Judge Charles Wyzanski. It is understood that should the injunction not be granted, immediate steps will be taken to remedy the situation and the suit will continue. In this case, should the injunction not be granted, the owners might play "Shaggy



Decca Records' Leonard Salidor, left, and Claude Heilman, co-producer of Universal's "This Earth Is Mine," recently toasted the success of the film about a California wine dynasty in champagne, at a preview at Screen Directors Guild Theatre, Hollywood, for disc jockeys and recording company personnel.

## Pay-TV To Invade Toronto In Autumn

TORONTO—E. E. Fitzgibbons, of Famous Players Canadian Corporation, and president of Trans-Canada Telemeter, Famous Players' subsidiary, announced last fortnight that pay-TV will be introduced to Canada this autumn in an undisclosed Toronto suburb.

If the experiment is successful, Fitzgibbons said, it will be extended to the entire metropolitan area and eventually throughout Canada.

New motion pictures, live sports, and other features not carried on free television will be offered, but subscription prices have not been determined. Home TV sets will be adapted to receive the pay TV programs for a nominal fee comparable to the charge for installing a telephone and will provide three pay TV channels, it was said. No commercials are planned.

The Toronto area has an estimated 340,000 TV sets with 5,000 to 10,000 pay TV customers needed to make the test successful.

Pay TV can be distributed by cable without permission of the Board of Transport Commissioners.

## Georgia Exhib In Tax Suit

ATLANTA—A 17 count criminal indictment by the grand jury for federal income tax and theatre admission tax violations was recently filed in the United States District Court for the northern district of Georgia against William Greene, who had operated the Palmetto, Palmetto, Ga., and the Glen, Decatur, Ga.

In March of this year, Greene's anti-trust action against Lam Amusement Company and other theatre operators, as well as eight major distributing companies, alleging a conspiracy to discriminate against his Palmetto in the run granted, and asking judgment for \$500,000 was dismissed following a two-week trial before a jury which returned a verdict for the defendants.

Dog" by paying the 17½ cents demanded by Buena Vista themselves and then pursue the legal remedies.

## R.I. Exhibitor Feted On 30 Years' Service

PAWTUCKET, R.I.—Harold Lancaster, popular manager of the Strand, recently was honored on the 30th anniversary of his appointment to his present post. Greetings were received from top city and state officials, as well as from prominent businessmen and officers of clubs and civic organizations.

The favorite Pawtucket theatre presents a far different appearance from what it did on May 27, 1929, the day that Harold stepped in and took over. Always alert to the latest innovations, both for the upkeep of his house and the comfort and safety of his patrons, Harold has transformed a once dingy and unattractive theatre into a real showplace and the house, operated by New England Theaters, is one of the most attractive in the entire chain.

Reminiscing, Lancaster recalled that during his early days as manager, Chester MacLean, now assistant at the Providence Strand, and Charles Hill, now a lieutenant on the Pawtucket Police Force, alternated at the console of the mighty organ which entertained the fans of the silent pictures. Albert J. Siner, now manager, Providence Strand, was also employed at the Pawtucket house during Lancaster's initial months.

Scores of outstanding promotions and exploitations, including cooking schools, Christmas parties for the benefit of the needy, and many civic and charitable drives have been successfully promoted by Lancaster. His various efforts have won recognition and commendation by high-ranking state and city officials, as well as showmanship awards from leading theatrical organizations and trade publications.

The Pawtucket manager has been extremely active in state and city-wide charitable, health, and civic campaigns, including the "Jimmy Fund" drives, the United Cerebral Palsy campaigns, March-Of-Dimes, Red Cross, and similar efforts.

A charter member of the United Cerebral Palsy Fund of Rhode Island, he served as president of the State-wide unit for two years, and was recently elected to the board of directors, and appointed a member of the executive committee.

All of this good-will work has resulted in Lancaster's house receiving an ever-increasing file of letters, extending heartfelt thanks and appreciation.

## Loew's Moskowitz Retires

NEW YORK—Harry Moskowitz, for many years chief of Loew's Theatres construction and maintenance department, retired recently after 35 years with the company. An engineer, he was responsible for the construction of company theatres, office buildings, and exchanges in the United States, London, Calcutta, Egypt, South Africa, Australia, South America, and the Far East.

He is a member of the Motion Picture Pioneers and numerous organizations, both in and out of the industry.

Moskowitz's duties will be assumed by Theo Jung, formerly his assistant.

## Columbia Declares Dividend

NEW YORK—The board of directors of Columbia Pictures Corporation recently declared a stock dividend of 2½ per cent on its outstanding common stock and voting trust certificates for common stock, payable on July 30 to stockholders of record on June 30.



## New Effort Launched At Blue Law Repeal

COLUMBUS, O.—The Ohio Legislature, with encouragement from Gov. Michael V. DiSalle, has launched a three-sided attack on Ohio's Sunday-closing "blue laws" which pose a threat to operation of the state's film theatres and many other businesses.

Repeal of the ancient laws, believed dead at this issue of the legislature, suddenly was revived when it was found that strict interpretation of the law would hamper the Ohio State Fair, county fairs and state parks.

Film exhibition, as well as baseball, trap-shooting and sale of intoxicating beverages, would be threatened if the law is strictly enforced, said Carl DeBloom, Columbus Dispatch political writer. "Some attorneys argue that these things are in jeopardy because one section of the law bars persons over 14 from engaging in 'common labor' on Sundays," said DeBloom.

The House Judiciary Committee last week began hearings on two bills. One by Rep. Paul J. Lynch, Columbus Democrat, would revise the laws. The other, by Rep. Robert Taft Jr., Cincinnati Republican, seeks outright repeal. At the same time, the Senate Commerce-Labor Committee resumed work on a bill by Sen. Anthony Calabrese, Cleveland Democrat, for repeal. Earlier, Calabrese said repeal was a "dead issue."

Gov. DiSalle has indicated he will be for outright repeal if "reasonable exceptions" (presumably including theatres) cannot be written into present laws. He admitted making exceptions would be difficult.

## Larson Heads Fox Branch

NEW YORK—Announcement was made last week by general sales manager Alex Harrison of the promotion of former salesman Frank P. Larson, Jr., of Salt Lake City to the managerial post of the 20th Century-Fox branch in Omaha.

Larson succeeds Herman Hallberg, who has resigned to accept an executive position with the Cooper Foundation Theatres, with headquarters in Lincoln, Neb.

## Zabel, Lippert On SCTOA Board

LOS ANGELES—Harry C. Arthur, Jr., chairman of the board of directors, Southern California Theatre Owners Association, announces that Edwin F. Zabel, president, and Robert L. Lippert, secretary, of Electro-Vision Corporation, have been unanimously elected to the board of directors of SCTOA.

# Lake Placid House, Closed By Ban, Reopens Under New Manager Jarvis

## No Bookings For "Denim" Until Exhibitors See Film

NEW YORK—No exhibitor will be permitted to book 20th Century-Fox's "Blue Denim" without first having seen it, it was announced by Alex Harrison, general sales manager of the company, following a special screening of the first work print at the company's home office.

Decision for the revolutionary condition set down for the picture's sale was made because of the film's daring, provocative theme necessitating the complete integration of the exhibitor's promotional forces with the long-range campaign planned by 20th Century-Fox. As a result, Harrison announced that he has withdrawn the picture from August release to permit more time for a massive campaign buildup.

## Ad Censorship Bills Die

CLEVELAND—The legislation committee of City Council last fortnight unanimously voted to take no action on a resolution requesting appointment of an appropriate Council committee "to hold public hearings to determine ways and means of combating obscene and immoral motion picture advertising."

It was explained to the committee by Louis Weitz, executive secretary, Cleveland Motion Picture Exhibitors Association, speaking on behalf of the theatre owners, that there is a motion picture advertising code that passes on advertising material acceptability. He also pointed out that local newspapers can exercise the privilege of refusing any copy which in their estimation is "obscene or immoral."

## WB Sets Sales Meeting

HOLLYWOOD—Jack L. Warner, president, Warner Brothers, is expected to make the keynote address at the first international sales convention ever held at the Warner studio on June 17-18-19, it was learned last fortnight.

Presiding at the meetings will be Benjamin Kalmenson, executive vice-president. Wolfe Cohen, president of Warner Brothers International Corporation, will also be present, as will Charles Boasberg, WB general sales manager.

ALBANY—The Palace in Lake Placid, N.Y., which closed last October—several months after it had been placed under a six months' ban for Catholics because "And God Created Woman" was exhibited—reopened under a new manager, Joseph L. Jarvis, and following a general refurbishing by Adirondack Theatre Corporation.

Reports on Albany's Film Row are that the house will play no pictures classified either "B" or "C" by the Legion of Decency.

The showing of B-rated films was said to have been one of the complaints made by St. Agnes Parish, prior to the drastic action taken by its pastor, on the authorization of the Bishop of the Ogdensburg Catholic Diocese. This came after the former manager refused to withdraw the Bardot film (with some compensation paid by the church), and a majority of the stockholders supported him.

During the Palace closedown, the lobbies were redecorated, a new refreshment area was established, rest rooms were relocated and redecorated, and a high fidelity sound system was installed.

In a large, unusually revealing advertisement, Jarvis (son of long-time exhibitor parents in Delmar, Albany suburb), pledged additional improvements on a continuous basis and solicited patrons' suggestions, criticisms and comments.

Answering the question, "Why don't we get more of the better pictures?" Jarvis, ex-partner in Rustic Drive-In, West Sand Lake, explained, "This is the dilemma faced by all exhibitors. I want to play only those pictures which provide, in my judgment, wholesome entertainment, and I want to do this for 52 weeks a year."

He expected to use approximately 150 releases this year and pointed out that the major producers are making "only 200 pictures." Of that total, "Less than half are considered to be top quality productions—the balance ranges from good to very poor," the 34-year-old manager, a veteran of seven years service with the U.S. Air Force, continued.

"When I reject horror pictures, those of obviously poor quality, and those dealing with sensationalism, the remainder contain many which, while not poor, are just not top entertainment," the advertisement added.

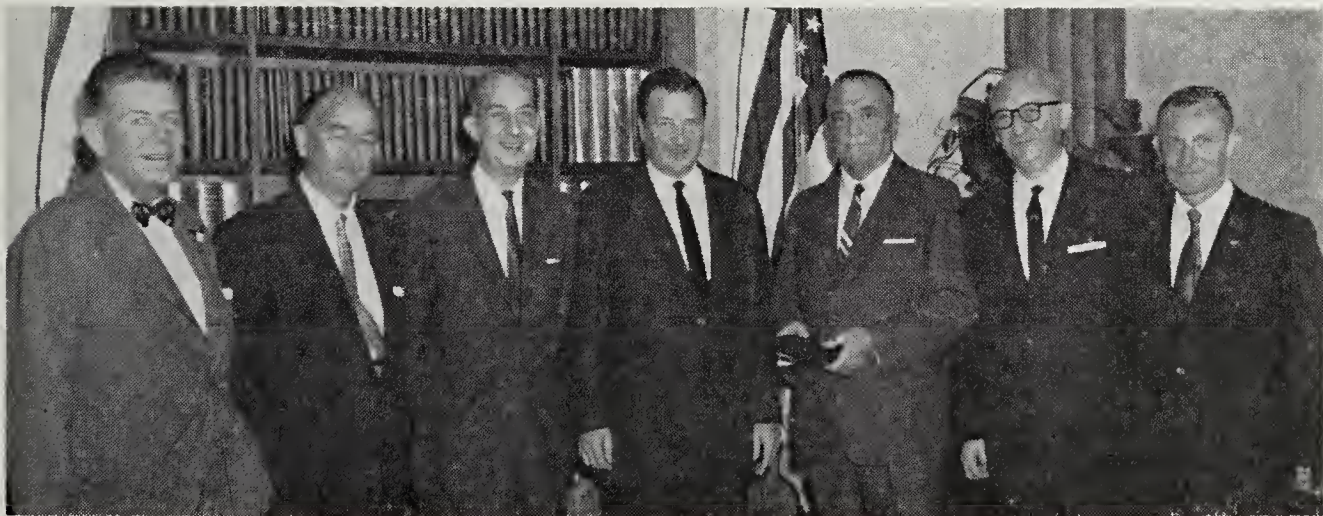
"This means that during the course of the year we must exhibit 50 or more of the average, or run-of-the-mill pictures. We don't like it, you don't like it; but, as you can see, it is a situation over which we exercise very little control."

Counter-balancing this is the fact "the outlook for the season is very bright. . . . There are many fine pictures which are now in release or will be in the near future," the insertion stated.

The half-year ban on Palace received nation-wide publicity. Patrons, chiefly summer visitors to the Adirondack resort, reportedly backed the manager. More than 50 per cent of the village's permanent population is Catholic.

## Films Dropped From Censor Bill

COLUMBUS, O.—Section of an anti-obscenity bill calling for fines for exhibiting "films which might be considered partly obscene" has been dropped from a measure in the Ohio House of Representatives. Its sponsor is Rep. James W. Collins, Greenfield Democrat. The bill is aimed chiefly at obscene literature, photographs and drawings.



The Humanitarian Award of Variety Clubs International was recently presented to John Edgar Hoover, director of the Federal Bureau of Investigation, in Washington, D.C., by Henry Ford II, president, Ford Motor Company, and recipient of this award for 1957. Shown, from left to right, are Charles F. Moore, Jr., vice-president, Ford Motor Company; George C. Hoover, international executive director, Variety Clubs International; George W. Eby, international chief barker, VCI; Ford; Hoover; Edward Emanuel, first assistant international chief barker, VCI; and J. Raymond Bell, president Allied Public Relations, Inc.



# Shreveport, La., Wins Premiere Of "Horse Soldiers" On June 17

NEW YORK—"The Horse Soldiers," starring John Wayne and William Holden, will have its world premiere June 17 in Shreveport, La. This Louisiana city, which served as location headquarters for the multi-million dollar United Artists release, won a "war between the states" over a dozen northern and southern areas for the honor of holding the opening. The Mirisch Company presentation will have its bow at the Strand for the benefit of Centenary College, oldest institute of higher learning west of the Mississippi.

Sparked by the city's Chamber of Commerce and backed with the full cooperation of local and state officials, merchant and patriotic groups, military and school organizations, the premiere celebration will be marked by two days of receptions, historical fetes, military maneuvers, parades and special events.

Stars Wayne, Holden and Constance Towers and co-producer Martin Rackin will head a Hollywood cavalcade, flown to Shreveport for the festivities.

Virtually every state and important city of the Confederacy, as well as several Northern states, will be represented by governors, mayors, leading citizens and the press in the premiere pageantry which will be keyed to the Civil War theme of the film.

Highlights of two-day celebration are:

A sham battle between "troops" representing the North and South, all wearing Civil War Uniforms, and recruited from the local College and High School ROTCs and the National Guard;

A 75-mile horse race from Natchitoches to Shreveport by a body of "Confederate cavalry" changing horses every 15 to 20 miles;

A mammoth parade featuring two columns of cavalry—Confederate and Union; horse and pony-drawn floats, buggies, surreys and wagons, with the local and visiting VIPs riding in these 19th century vehicles, and southern belles gracing the floats.

Marching units will include students of the Mississippi Military Academy of Natchez, the Dixie Drill Platoon of Fair Park High School, ROTC units and various veterans and patriotic military groups and bands.

A square dance will serve for the official presentation of the stars.

There will be a display of fireworks and criss-crossing searchlight beams to signalize the start of a celebrity caravan from the Captain Shreve Hotel to the theatre on premiere night. The stars and VIPs will be transported in surreys and carriages escorted by uniformed cadets as a guard of honor. The route to the theatre will be marked by railroad flares.

At the Strand civic leaders will welcome Wayne, Holden, Miss Towers and Rackin at 8 p.m., when "The Horse Soldiers" will be shown.

Capping the two days of festivities will be a lavish reception and buffet at the Shreveport Country Club to follow the opening. Guests will include the Hollywood headliners, state and civic officials, the visiting notables and prominent members of Southern society. Decor, drinks and costumes will carry through the ante bellum theme.

Arrangements for the premiere are being made by the Shreveport Chamber of Commerce, headed by Edward H. Jackson, and Leonard Phillips, general chairman of the premiere.



Roger H. Lewis, United Artists national director of advertising, publicity, and exploitation, recently announced plans by UA and the Mirisch Company to sponsor the radio broadcast of the Floyd Patterson-Ingemar Johansson heavy-weight fight in behalf of "The Horse Soldiers." Seen at a New York conference arranging the first motion picture sponsorship of a prize-fight are, left to right, Martin Rackin, co-producer of the film; Lewis; James R. Velde, UA general sales manager; and Irving Kahn, president, TelePrompTer Corporation.

## Disney Promotes Berman

NEW YORK—Julian D. Berman has been appointed European general salesmanager of Walt Disney Productions succeeding Michael Havas who has resigned.

# Business Building Very Live Indeed As Detroit Exhibs Seek Distrib Aid

## AFL Film Council Attacks Calif. Bills To Bar Pay-TV

HOLLYWOOD—The Hollywood AFL Film Council last fortnight declared itself in favor of pay TV and against legislative measures regarded as likely to limit its operation. The Screen Actors Guild previously stated a similar position.

Film Council president John W. Lehnars said, "Pay television will increase employment of Hollywood technicians and will open up a great new market for our skills. The present commercial television, supported entirely by advertisers, is a monopoly which needs competition from a new and better kind of television service, namely box office television. Assembly Bills 2438 and 2439 seek to protect commercial television's present monopoly from the competition of box office television. This is outrageous. When the eyes of the American public are opened, we will have box office television which will mean more jobs for more workers and better programs available in the homes for those who wish them."

## AA Int. Names Tierney

NEW YORK—James J. Tierney has been appointed secretary and assistant treasurer of Allied Artists International Corporation, Norton V. Ritchey, president of the company, announced recently.

## Ontario Censors Rap Sex, Horror Features

TORONTO—The Ontario Board of Censors in its annual report issued last fortnight to the Minister of Travel and Publicity charged that the motion picture industry, which was built on family entertainment, is hurting itself by making too many films emphasizing "nudity, violence, sex and horror."

Board chairman O. J. Silverthorne also sharply criticized "a disturbing degree of license" in the advertising of some films. He said the board had been occupied more with the problem of unwholesome advertising than with the content of the pictures themselves.

Silverthorne emphasized that the censors didn't object to films made for mature audiences, but did feel that too few pictures were being keyed to family consumption.

It was pointed out that there was a big decline in releases from Hollywood which produced a high percentage of "family" pictures during its most prosperous era, while there was a 35 per cent increase in foreign language pictures.

## N.Y. Theatre Sold

NEW YORK—Berk and Krumgold, theatre realty specialists, announced last fortnight that they have sold the lease covering the 2400 seat San Juan, Broadway and 165th Street, to Harry A. Harris, who operates a circuit of Spanish language houses in the metropolitan area.

The San Juan has been operated for the past eight years by the E. M. Loew Circuit with a policy of Spanish stage shows and pictures.

DETROIT—Whatever the rest of the country does, the most important exhibitors here are determined to help themselves in building business. Not only have they already amassed \$50,000 to be spent on promotion of individual theatres and films over the next six months, but a committee of four went to New York last week to make a pitch for funds from distributors.

Journeying to Gotham were Woodrow R. Praught, president, United Detroit Theatres; Milton H. London, president, Allied Theatres of Michigan, Inc.; Irving Goldberg, Community Theatres; and William M. Wetsman, Wisper and Wetsman.

They brought back an optimistic report to a meeting of the executive committee of the Metropolitan Exhibitors of Detroit, the organization which is sponsoring the promotions, held at Michigan Allied offices.

They reported in detail meetings with Jerry Pickman, vice-president in charge of advertising and publicity, and western sales manager Sid Deneau, of Paramount; Alex Harrison, general sales manager, and assistant C. Glenn Norris of 20th Century-Fox; Jim Velde, general sales manager, and Milt Cohen, eastern sales manager of United Artists. Likewise seen were Rube Jackter, general sales manager, Paul Lazarus, Jr., vice-president, and his aid, Jonas Rosenfield, of Columbia, and Razz Goldstein, general sales manager of Allied Artists.

Plans for the drive are in final stages and it is hoped to get the campaign off the ground before July 1.



## COMPO Ad Quotes Writer's Star Tribute

NEW YORK—The 103rd in a series of COMPO ads in Editor and Publisher quotes a glowing tribute by Bill Cunningham, famous Boston Herald columnist, to a group of movie personalities who accompanied him on a recent visit to Greece. The movie group included Leo Carrillo, Diahann Carroll, Jeanne Crain, Linda Cristal, Robert Cummings, Martha Hyer, Anne Jeffreys, Van Johnson, Lauritz Melchior, Ann Miller, Hugh O'Brian, Jane Russell, Robert Sterling, and Miiko Taka. They were among a party of notables invited to attend the opening of a new Hilton Hotel in Athens.

In a dispatch to his paper, which the ad quotes, Cunningham wrote:

"... it's my considered opinion our nation could scarcely have finer representation abroad than it's receiving from this delegation. These words are intended primarily to apply to the ladies and gentlemen of Hollywood. . . .

"The clamoring crowds want the movie stars, and that's where the pretty people from Hollywood could make us or break us and our country with it. Instead, these famous and attractive young people have won my amazement, my admiration and, as a concerned American, my gratitude for their masterful jobs of friend-making. . . .

"They are wonderful traveling companions and a lot of fun on the plane. Once we're getting ready to land, however, they quit fooling. How the word gets ahead I wouldn't know, but the crowds always are there and they seem to know their stars. . . .

"Where they've really helped is at the formal receptions and dinners. . . . I've never seen more poised, more gracious, more seemingly interested young ladies than these queens of the camera. . . . This is the sort of ambassadorship the State Department couldn't afford, even if the services were for sale."

In conclusion, the ad says: "The motion picture industry bows in grateful acknowledgement to this handsome May basket that Mr. Cunningham has given its people."

## Cory Sets Franchise Deals

LOS ANGELES—N. P. "Red" Jacobs, president of Cory Film Corporation, is on a national tour to set franchise distribution deals for the new organization. He is being accompanied by Paul Schreiber, secretary-treasurer and legal counsel for the firm.

Most important new film to be handled on a national basis by Cory is "Room 43," the Diana Dors-Eddie Constantine-Odile Versois-Herbert Lom starrer, which opened strongly in its first American engagements in the Bay Area, San Francisco and Oakland. A number of other Cory releases, soon to be announced, will also be discussed by Jacobs in the east.

## SBA Makes \$300,000 Loan

WASHINGTON—The Small Business Administration last fortnight made the biggest movie theatre loan in its history to Delft Theatre Corporation, Butler, Wisc. The amount was \$300,000 and was made available pursuant to Delft's program to consolidate and refinance current obligations and add to its working capital.

Delft will pay five and three-quarters per cent interest for the money, and the loan has a 10-year maturity.

The company operates a drive-in at Iron River and conventional houses at Munsing and Stambaugh, all in Wisconsin.



Industry executives recently participated in a luncheon in New York hosted by Eric Johnston, president, Motion Picture Association, for King Baudouin of Belgium. Milton Rackmil, president, Universal Pictures, is shown here being presented by Johnston to the King.

## Va. Exhibs Plan Meet

RICHMOND, VA.—Virginia Motion Picture Theatre Association members have big plans underway for their Silver Anniversary Convention which will be held at the Chamberlin Hotel, Old Point Comfort, Va., on July 6, 7 and 8, reports president Syd Gates, Norfolk.

The convention will open with a meeting of the board of directors. New officers and members of the board of directors for 1959-1961 will be elected at that time.

In addition to the business meetings featuring outstanding speakers, a variety of entertainment has been arranged.

General chairman Paul Roth announces the following committee chairmen: Syd Gates, John Broumas, Seymour Hoffman, Ellison Loth, Rodney Collier, Hal Covington, Dave Kamsky, Jeff Hofheimer, J. K. Crockett, Jesse Odom, Herbert Morewitz, Bob Richardson, William Dalke, Jr., Hal Lyon, Sidney Bowden, Tom Mudd, Dave Garvin, Mrs. Harry Roth, Jack Rumsey, Mrs. Dave Garvin, Mrs. Carlton Duffus, Denver Alshire, F. M. Westfall, Roy Richardson, Leonard Gordon, T. I. Martin, R. Dewanner Stallings, Charles Collins, William Jasper, R. G. Flanary, Julian Gordon, and Carlton Duffus.

## Drive-In Owner Raps Kid Admission Plan

ALBANY—Alan V. Iselin, one of the first area drive-in owners to exhibit "The Shaggy Dog," raised his voice in protest at Buena Vista's policy of requiring an admission price for children. Like other automobilers who are showing the Disney feature, Iselin charged youngsters 35 cents and advertised the rate.

"I had a successful engagement at Super 50 Drive-in," commented Iselin, "but the gross would have been just as big without any 'tap' for kids. The charge for them kept a number of adults away—a development harmful to drive-ins, which need to expand their audiences. If there are several children in the family, the total charge is too great."

Iselin, who also operates Auto-Vision in East Greenbush and Turnpike Drive-In at Westmere, indicated he would not "go" again for the plan of collecting an admission for children.

Having shown "The Ten Commandments" at Super 50 last summer at increased prices for adults and a 50 cent rate for youngsters, Iselin expressed the opinion the latter had not been a wise idea, either.

## Wilmington Reduces Theatre License Fees

WILMINGTON, DEL.—Reduction of annual license fees paid by theatres from \$300 to \$100 has been achieved here through the efforts of Edgar J. Doob, manager, Loew's Aldine, and Lewis S. Black, city manager, Stanley Warner Theatres, and the sympathetic understanding of City Licensing Director Edward R. Hensel.

Black and Doob demonstrated to the city fathers that the fee was disproportionate and worked a hardship on theatres, especially the smaller houses.

City Council adopted an amending ordinance fixing the theatre's basic fee at \$100 per year, plus \$1 per month for every employee above one.

The latter fee applies to all employees working 10 days or more per month, but Hensel agreed that theatre ushers could be grouped and counted for every 173 hours or fraction thereof worked.

Doob explained to MOTION PICTURE EXHIBITOR that if three or more ushers work a total of 260 hours in a month, theatres will pay the tax for two employees, or \$2 instead of \$3. The figure of 260 hours represents 173 hours plus half that amount.

The amending ordinance adopted by Council offers further relief for theatres by eliminating the location owners tax on vending machines.

It provides that the operator's license covers "owning and placing for operation and distributing to location operators," with fees of \$10 for one to five machines; \$20 for six to 25 machines; \$75 for 26 to 100 machines; \$150 for 101 to 250 machines; \$300 for 251 to 500 machines; and \$400 for more than 500 machines.

The ordinance further provides that no license shall be required for the maintenance and operation of "(a) postage stamp machines; or (b) machines dispensing sanitary or hygienic articles, or drinking cups, towels or medicines, which machines are entirely owned and supplied by the owner or operator of the premises where installed and maintained solely for the convenience of employees, visitors or customers, and not for profit to him or to any other person."

Approval by Mayor Eugene Lamot is anticipated.

## Lopert Offers "Gold Rush"

NEW YORK—Lopert Films, Inc., has acquired the exclusive license for distribution in this country of Charles Chaplin's "The Gold Rush," from the Roy Exporting Company, representatives for Chaplin, it was claimed by Ilya E. Lopert, president of Lopert Films, Inc.

The Lopert re-issue of the full length comedy classic has music and a narration by Chaplin. The film is now available for immediate booking. It is the only production print of "The Gold Rush" which Chaplin has authorized for exhibition in the United States, according to Lopert.

## UA Stockholders Meet

NEW YORK—United Artists Corporation was to hold its annual stockholders meeting yesterday (June 9) at the Astor Theatre at 10:30 A.M.

Robert S. Benjamin, chairman of the board, was to preside. Arthur B. Krim, UA president, was to report on the progress of the company over the past year and its plans for future growth in the entertainment field.



# TIME TESTED FORMS and SYSTEMS •

PLUS  
SERVICE  
**No. 1**

## THE SERVICE-KIT —a streamlined system for BUYING, BOOKING and CONTRACT CONTROL



STIFF-BACKED 3-RING BINDERS  
AVAILABLE. See No. 11a & b

● Arranged and assembled for insertion in any standard 9 x 12 inch ring binder or ring-equipped brief case are the following forms:

1. A 52 week supply of large, modern BOOKING SHEETS (9 x 12 inches)
2. 10 pages of AVAILABILITY and PLAY-OFF WORK SHEETS (9 x 12 inches)
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4. A permanent EQUIPMENT RECORD
5. An 18-month BOOKING CALENDAR
6. A special PERPETUAL CLEARANCE CHART and many other helpful forms all properly indexed.

● After the first year, additional sets of any particular FORM can be purchased separately; any back REVIEW SECTION for 5c; and any DIVIDER INDEX for 20c.

Price: \$1.30 per set

PLUS  
SERVICE  
**No. 4**

## THE NEW "Pocket-Size" DATE BOOK —latest innovation in the field of small booking records.



● This new design has proved so far superior to anything previously developed in its field that it has taken the industry—whether independent owner or circuit manager—by storm.

(a) 5 lines of booking space were gained by taking full advantage of the 3 3/4 x 6 3/4 inch page area. (b) Weekly activities not bothered with until the complete week is booked, are kept separate and distinct. (c) Spaces are allowed for cost, gross, weather, etc., as desired. (d) All dates, days of the week, and holidays are clearly printed.

Dated forms for ONE FULL YEAR are printed to start with each JULY 1st.

Price: 70c per yearly set

SOFT-BACKED 6-RING  
LEATHERETTE BINDERS ARE  
AVAILABLE. See No. 11c & d

PLUS  
SERVICE  
**No. 2**

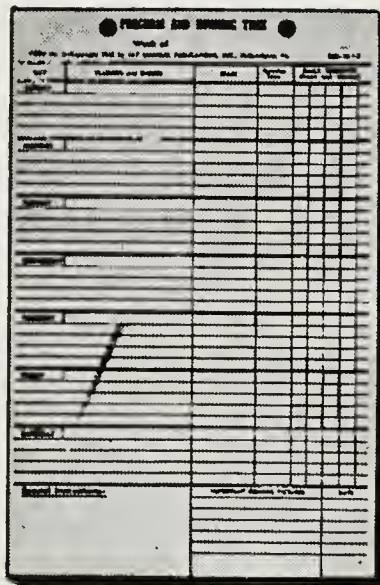
## PROGRAM and RUNNING-TIME Schedules —a basic weekly form to replace the scribbled note or tissue carbon.

● These forms are prepared for convenience in disseminating accurate information to the key members of a theatre staff so that they may answer intelligently the patron questions most frequently asked; or so that they can cue and time their show. 50 sheets to each pad.

● Daily turnover running time can be easily computed from the running times of the individual subjects that make up the bill.

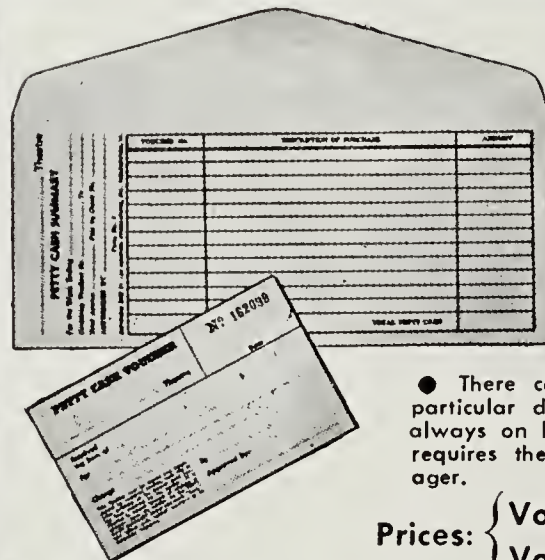
● One copy each week: (1) on your desk, (2) to your cashier, (3) to your doorman, (4) to your projectionist, and (5) to your head usher or floor supervisor will be sufficient to keep uniform information throughout the theatre.

Price: 30c per pad



PLUS  
SERVICE  
**No. 5**

## Weekly PETTY CASH SYSTEM —designed for simplicity and quick theatre reference.



● These specially designed 3 x 5 inch Petty Cash Slips require a counter signature of approval and are numbered consecutively so that accurate records can be kept of each individual expenditure. There are 100 slips to each pad.

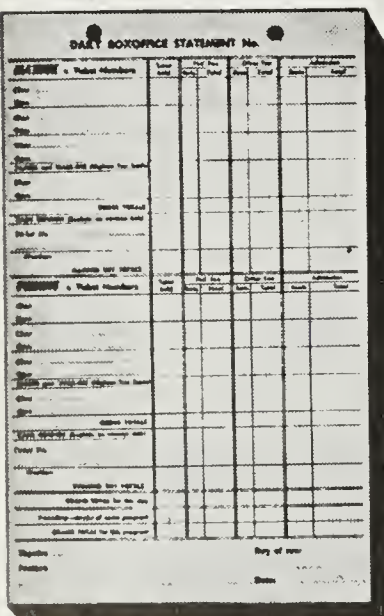
● The specially designed envelopes are for use only once each week in listing each individual slip and computing the weekly total expended. All slips listed on a particular envelope should then be inserted in it for safekeeping; and the envelope filed for future reference.

● There can never be any later question of a particular disbursement, for the actual receipt is always on hand and easily located. Each voucher requires the signature of the owner or the manager.

Prices: { Voucher Pads.....30c each  
Voucher Envelopes—50 for 65c

PLUS  
SERVICE  
**No. 3**

## Daily BOXOFFICE STATEMENTS —all embracing memoranda of the complete cash control system.



● Printed on both sides so that complete factual totals for one day can be kept on one 5 1/2 x 9 inch sheet, each itemizes:

1. OPENING AND CLOSING TICKET NUMBERS
2. PASS AND WALK-IN TICKET NUMBERS
3. CASH TOTALS AND REFUNDS
4. TAX TOTALS
5. PROGRAM, WEATHER, AND OPPOSITION
6. SPACES FOR HOURLY TOTALS
7. MISCELLANEOUS INCOME AND DEPOSITS

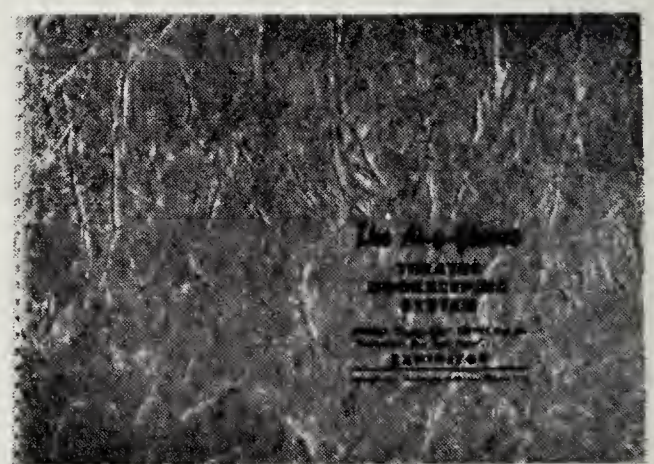
● Made up in pads of 50 per pad, each sheet is punched for saving in a standard ring binder with the date at the lower right corner for quick reference when filed.

● Where accuracy counts for current income and future bookkeeping, the Box Office Statement is a diary of theatre operation.

Price: 30c per pad

PLUS  
SERVICE  
**No. 6**

## THE "At-a-Glance" BOOKKEEPING BOOK —specially designed by a leading theatre specializing C.P.A. authority.



● This extremely simple system has been constantly revised to meet each tax or other changing requirement of the theatre man. Its 9 x 12 inch pages provide for:

(1) daily ticket record, (2) tax collected daily, (3) daily gross, (4) pass and walk-in records, (5) weather and opposition, (6) daily show cast, (7) weekly income from vending machines, etc., (8) weekly gross, (9) weekly fixed expenses, payroll, and annual or monthly expense amortized weekly, (10) weekly profit or loss statement, (11) profit or loss for the year to date, etc.

Price: \$1.75 per book (Sufficient for 52 weeks)

**DESIGNED...PRODUCED...WAREHOUSED...and DELIVERED..**  
**that is frankly restricted to current THEATRE SUBSCRIBERS**



# • for EVERY THEATRE OPERATING NEED:

PLUS  
SERVICE  
**No. 7**

## Weekly PAYROLL FORMS

—for use whenever employees are paid in cash for salary or overtime.

**THEATRE PAYROLL**  
Theatre: *Shelton*  
Location: *Concord Square, Va.*  
Week ending: *6/15/55*

EMPLOYEE	DATE	TIME	WAGE	OVERTIME	TOTAL	DEDUCTIONS	NET PAY
JOHN F. BROWN	6-15-55	10:00	10.00	0.00	10.00	0.00	10.00
MARY J. SMITH	6-15-55	10:00	10.00	0.00	10.00	0.00	10.00
JOHN F. BROWN	6-15-55	10:00	10.00	0.00	10.00	0.00	10.00
MARY J. SMITH	6-15-55	10:00	10.00	0.00	10.00	0.00	10.00
JOHN F. BROWN	6-15-55	10:00	10.00	0.00	10.00	0.00	10.00
MARY J. SMITH	6-15-55	10:00	10.00	0.00	10.00	0.00	10.00
JOHN F. BROWN	6-15-55	10:00	10.00	0.00	10.00	0.00	10.00
MARY J. SMITH	6-15-55	10:00	10.00	0.00	10.00	0.00	10.00
JOHN F. BROWN	6-15-55	10:00	10.00	0.00	10.00	0.00	10.00
MARY J. SMITH	6-15-55	10:00	10.00	0.00	10.00	0.00	10.00

Price:  
52  
sheets  
(1 year)  
for \$1.30

● This is the system that resulted from a contrast of the Payroll Forms used by all major theatre circuits.

● Designed to be filed in the ordinary letterhead size cabinet (8 1/2 x 11 inches) this form provides a permanent weekly record of the individual name, social security number, rate of pay, overtime pay, reasons for overtime, and deductions for all purposes. It also provides gross weekly totals of salaries, deductions, raises, etc.

One of the most important features is an individual signed receipt by each employee, without their being able to see what any other employee has earned.

PLUS  
SERVICE  
**No. 9A**

## Monthly Drive-In BUSINESS ANALYSIS

—a contrast study of ALL Outdoor Theatre income and film costs.

**Drive-In Theatre BUSINESS ANALYSIS SPREAD-SHEET**

DATE	WEATHER	TEMPERATURE	SCHOOL ATTENDANCE	POSITION	ADMISSIONS BY CAR	ADMISSIONS BY PATRON	CONFECTION SALES BY CAR	CONFECTION SALES BY PATRON	TOTAL
6-15-55	Clear	75	High	Drive-In	100	50	10.00	5.00	15.00
6-16-55	Cloudy	70	Medium	Drive-In	80	40	8.00	4.00	12.00
6-17-55	Rainy	65	Low	Drive-In	60	30	6.00	3.00	9.00
6-18-55	Clear	75	High	Drive-In	120	60	12.00	6.00	18.00
6-19-55	Clear	75	High	Drive-In	110	55	11.00	5.50	16.50
6-20-55	Clear	75	High	Drive-In	100	50	10.00	5.00	15.00
6-21-55	Clear	75	High	Drive-In	90	45	9.00	4.50	13.50
6-22-55	Clear	75	High	Drive-In	80	40	8.00	4.00	12.00
6-23-55	Clear	75	High	Drive-In	70	35	7.00	3.50	10.50
6-24-55	Clear	75	High	Drive-In	60	30	6.00	3.00	9.00
6-25-55	Clear	75	High	Drive-In	50	25	5.00	2.50	7.50
6-26-55	Clear	75	High	Drive-In	40	20	4.00	2.00	6.00
6-27-55	Clear	75	High	Drive-In	30	15	3.00	1.50	4.50
6-28-55	Clear	75	High	Drive-In	20	10	2.00	1.00	3.00
6-29-55	Clear	75	High	Drive-In	10	5	1.00	0.50	1.50
6-30-55	Clear	75	High	Drive-In	0	0	0.00	0.00	0.00

● There is no facet of the theatre field that fluctuates so rapidly with every turn in weather, temperature, school attendance and opposition as the drive-in. A properly kept line each day on your Business Analysis Spread-Sheet will provide a study of: (1) The day of the week and day of the month complete with all weather influences; (2) The feature attraction complete with costs; (3) The total admissions by car and by patron; and (4) The confection sales by car and by patron.

● At the end of any one month, the complete picture is there for analysis and study,—and at the end of the same month of the following year, your headway or shortcomings are obvious.

● Here is what might be termed "a Monthly Boxoffice Statement."

Price: 55c for 13 sheets

PLUS  
SERVICE  
**No. 8**

## SERVICE MANUALS

—for the quick and proper training of new and old Theatre Employees.

LATEST REVISION also includes the additional data necessary to DRIVE-IN THEATRES!

● Of inestimable value in "breaking-in" a new staff of Ushers; a new Cashier, or a new Door Man.

● This 16 page pocket size (3 x 6 inch) booklet with heavy paper cover itemizes the rules of conduct for the theatre staff very logically and thoroughly. Separate chapters are devoted to Managers, Cashiers, Door Men, Ushers, etc., as currently trained in the larger circuits.

● It also pictures a system of Usher's hand signals for designating empty seats and gives many hints on Public Safety, Accident, Fire Prevention, Advertising, etc.

Price: 10c each

A practical  
**SERVICE MANUAL**  
for the  
**Theatre Staff**

6th Printing  
(Revised)

PLUS  
SERVICE  
**No. 10**

## Annual EMPLOYEE EARNINGS RECORD

—complete with all Withholdings and Deductions for Tax Returns.

**ANNUAL EMPLOYEE EARNINGS RECORD**  
Name: *John F. Brown*  
Social Security No.: *123-45-6789*

MONTH	EARNINGS	DEDUCTIONS	TOTAL
JANUARY	10.00	0.00	10.00
FEBRUARY	10.00	0.00	10.00
MARCH	10.00	0.00	10.00
APRIL	10.00	0.00	10.00
MAY	10.00	0.00	10.00
JUNE	10.00	0.00	10.00
JULY	10.00	0.00	10.00
AUGUST	10.00	0.00	10.00
SEPTEMBER	10.00	0.00	10.00
OCTOBER	10.00	0.00	10.00
NOVEMBER	10.00	0.00	10.00
DECEMBER	10.00	0.00	10.00
TOTAL	120.00	0.00	120.00

● Uncle Sam requires that you keep careful, permanent records of all employee earnings and of all tax or other deductions, under penalty of fine or imprisonment. Here is the most simple theatre method. With ushers and other low-paid help, turnover is frequent so a salary book is inconvenient and bulky. Under this EXHIBITOR system, one 8 1/2 x 11 inch index card suffices for any one employee for one year, and each year is an entity in itself. The card of a fired or quit employee is set aside for tax return and government report; and current cards, arranged alphabetically constitute the only working set.

● Here is a time-saving, accurate system you'll rave about!

Price: 40c for 12 cards

PLUS  
SERVICE  
**No. 9**

## Drive-In Theatre Boxoffice Statements

—specially designed exclusively for the use of Outdoor Theatremen.

**DRIVE-IN THEATRE DAILY BOXOFFICE STATEMENT**

DATE	WEATHER	TEMPERATURE	SCHOOL ATTENDANCE	POSITION	ADMISSIONS BY CAR	ADMISSIONS BY PATRON	CONFECTION SALES BY CAR	CONFECTION SALES BY PATRON	TOTAL
6-15-55	Clear	75	High	Drive-In	100	50	10.00	5.00	15.00
6-16-55	Cloudy	70	Medium	Drive-In	80	40	8.00	4.00	12.00
6-17-55	Rainy	65	Low	Drive-In	60	30	6.00	3.00	9.00
6-18-55	Clear	75	High	Drive-In	120	60	12.00	6.00	18.00
6-19-55	Clear	75	High	Drive-In	110	55	11.00	5.50	16.50
6-20-55	Clear	75	High	Drive-In	100	50	10.00	5.00	15.00
6-21-55	Clear	75	High	Drive-In	90	45	9.00	4.50	13.50
6-22-55	Clear	75	High	Drive-In	80	40	8.00	4.00	12.00
6-23-55	Clear	75	High	Drive-In	70	35	7.00	3.50	10.50
6-24-55	Clear	75	High	Drive-In	60	30	6.00	3.00	9.00
6-25-55	Clear	75	High	Drive-In	50	25	5.00	2.50	7.50
6-26-55	Clear	75	High	Drive-In	40	20	4.00	2.00	6.00
6-27-55	Clear	75	High	Drive-In	30	15	3.00	1.50	4.50
6-28-55	Clear	75	High	Drive-In	20	10	2.00	1.00	3.00
6-29-55	Clear	75	High	Drive-In	10	5	1.00	0.50	1.50
6-30-55	Clear	75	High	Drive-In	0	0	0.00	0.00	0.00

● A daily record of: (1) Number of Cars; (2) Number of Adults; (3) Number of Children; (4) Passes and Complimentary Admissions; (5) Cash Refunds; (6) Confection Gross; (7) Title, distributor, rental basis, actual cost, and percentage of admissions income of the Show; (8) Record of the weather and average temperature; (9) Hourly Ticket Sale Record; (10) Opposition Attractions; (11) Checker and Hours Checked; (12) Total Cash Receipts and Totals Deposited.

● All on a handy 5 1/2 x 9 inch sheet punched for filing in a post or ring binder and padded 50 to the pad.

● Here is a professional form never before designed for drive-in operation.

Price: 30c per pad

PLUS  
SERVICE  
**No. 11**

## Special BINDERS and CASES

—designed for the storage and carrying of some of these forms.

### Service-Kit

#### BRIEF CASE (a)

● A big, genuine cowhide, zipper-enclosed briefcase equipped with 3-ring binder designed to hold the Service-Kit Forms (See No. 1) and a full year of Pink Review Sections as published separately by EXHIBITOR.

Price: \$6.00 each (Tax included)

### Service-Kit

#### BINDER (b)

● A big, stiff backed, imitation leather binder equipped with 3-ring holder designed for the Service-Kit Forms (See No. 1) and a full year of Pink Review Sections as published separately by EXHIBITOR.

Price: \$1.50 each

### Pocket-Size Date Book

#### BRIEF CASE (c)

● A small, genuine pig-skin, zipper-enclosed briefcase equipped with 6-ring binder designed to hold the 3 3/4 x 6 3/4 Pocket-Size Date Book sheets (See No. 4) sufficient for one entire year's bookings.

Price: \$5.00 each (Tax included)

### Pocket-Size Date Book

#### BINDER (d)

● A small, flexible leatherette binder equipped with 6-ring holder designed for the 3 3/4 x 6 3/4 Pocket-Size Date Book sheets (See No. 4) sufficient for one entire year's booking,—and other features.

Price: \$1.30 each

• at **NON-PROFIT PRICES** ... as a **"Theatre-Wise" plus-service ONLY!** Sample sheets without obligation.

{ MOTION PICTURE EXHIBITOR }  
{ 246 N. Clarion St., Phila. 7, Pa. }





# LONDON Observations

by Jock MacGregor

IT WAS AN EXCITED Walter Shenson who phoned to tell of the unique preview afforded his first production, "The Mouse That Roared." Since it tells the hilarious tale of the world's smallest country declaring war on the United States of America and then providing the big powers with a solution for disarmament, this ex-Hollywood publicist could not resist cashing in on the Foreign Ministers' conference in Geneva.

No sooner than the first print was received from Technicolor, it was sneaked in a local cinema, Walter and Carl Foreman, who helped sponsor the film, rushed it to London Airport for the first plane to Switzerland. The screening was attended by delegates from both sides of the Iron Curtain, who were unanimously enthusiastic for the comedy and underlying theme. Peter Sellers and Jean Seberg star in this Highroad production for Columbia release.

**SPEAKING AT** the AB Pathe's sales convention farewell dinner, Jack Goodlatte revealed cheering news. He stressed that in spite of the corporation's interests in studios, laboratories, television, production, and distribution, four-fifths of the total investment is in theatres, which are more than holding their own despite everything.

Returns from the recently rebuilt ABC Theatre at Preston showed their faith in the industry and the money spent were fully justified. He warned that theatres must move with the times and cited the success of the Astoria, Brighton, which had a bi-weekly change policy until a road house policy was introduced. "South Pacific" ran six months and "Gigi" is set for a long session. Now 15 centres are being equipped for Todd AO presentation.

Earlier in the day, the delegates had been entertained at the Elstree Studios where they watched shooting on "Moment of Danger," with Dorothy Dandridge, Trevor Howard, and Edmund Purdom; "School for Scoundrels," with Terry Thomas; and two TV series. At lunch, Macgregor Scott, speaking under a banner proclaiming "C. J. Latta Welcomes . . .," said how much he appreciated the opportunity for the sales staff to visit the "factory." While the executives and producers fed at the raised top table, the stars and artists sat with the salesmen. Interested spectators at both functions were Allied Artists' Steve Brodie and Norton Ritchey, who were applauded for making the 6,500 miles journey from Hollywood to be present, and Dave Griesdorf, of Toronto, Canada.

**WARDOUR STREET** is bubbling with enthusiasm. Following the rough cut screening of "Solomon and Sheba," now editing in London, UA executives claim that it is shaping in the best De Mille tradition as one of the top mass entertainment projects . . . Though no theatre has been set, the Queen will attend the premiere of "Porgy and Bess" in the fall . . . Princess Margaret graced the world premiere of "Look Back in Anger" . . . The Edinburgh Film Festival will be under the patronage of the Duke of Edinburgh. . . . To share some of Pinewood's enthusiasm for "Ferry to Hong Kong," which stars Curt Jergens and Orson Welles, overseas publicist Douglas Bodkin took me to the Hong Kong restaurant. Over sweet and sour and suitable Chinese dishes he told me about the big premiere in aid of the Newspaper Press Fund next month and a series of provincial openings. . . . When Ruth Waterbury, Louella Parson's aide and Hollywood syndicated writer, visited London, I hosted an MPE get-together so that the top British studio publicists could meet her. . . . The Variety Club, though losing their annual charity golf match against the Water Rats at Chief Barker Billy Butlin's Clacton holiday camp, have two completely new charity raising ventures for this year—a water carnival and a horse race meeting.



A special preview of Columbia's "It Happened To Jane," the first screening ever staged for the benefit of the Greater New York Councils, Boy Scouts of America, was held recently at the Odeon, New York City. Here, Allan Johnson, right, general manager, Saks Fifth Avenue and chairman of the general merchandise division of the 1959 Finance Campaign for the Greater New York Councils, looks on as Paul N. Lazarus, Jr., right, Columbia Pictures vice-president, gives the Scout handshake to Cub Scout Martin Kusmicki, Staten Island.

## Four Join TOA

**NEW YORK** — Four more theatres have been enrolled in the Theatre Owners of America it was disclosed recently by TOA's headquarters.

Rose Marie Bell, Taylorville, Ill., has enrolled both her drive-in and her conventional theatre in that community.

John G. Broumas, head, Trans-America Theatre Circuit of Takoma Park, Md., has signed two more of his circuit theatres located in Maryland, and Harold Kagan, Sunset Drive-In, Chambersburg, Pa., has enrolled that theatre.

## Magna Meets June 1 Debts

**NEW YORK**—It was announced recently by George P. Skouras, president, Magna Theatre Corporation, that funds to pay in full, plus interest, the corporation's debentures falling due on June 1 had been deposited with Chemical Corn Exchange Bank, trustee under the indenture.

As of Jan. 31, according to Magna financial report for last year, there were \$4,000,000 principal amount and \$40,000 in interest outstanding on the six per cent sinking fund debentures maturing June 1.



Key executives from Europe and Latin America conferred recently with general manager Americo Aboaf in U-I's New York home office. From left to right are Aboaf; Ramon Garcia, manager for Venezuela; Victor Michaelides, U-I distributor for Greece; Enrique Aguilar, manager for Spain; Marion Jordan, continental supervisor; and Ben M. Cohn, assistant foreign manager.

## FLEXIBLE PARA.

(Continued from page 5)

ments," Balaban said, "While our domestic income from 1958 dropped in comparison to the previous year due to the phenomenal domestic film rentals grossed by this film in 1957, our foreign revenues showed a slight increase for 1958 as compared with 1957. This, again, was due to this film, which was only beginning to gather momentum abroad during 1958. We believe that the present trend in our foreign business will continue through 1959 as an increasingly wide foreign distribution of "The Ten Commandments" takes place, which underscores the importance of the "blockbuster" in today's market.

More than 77 per cent of the outstanding stock was represented at the meeting.

All directors of Paramount Pictures Corporation were reelected for another year. Those reelected were Balaban, Y. Frank Freeman, A. Conger Goodyear, Stanton Griffis, Duncan C. Harris, John D. Hertz, Earl I. McClintock, Maurice Newton, Paul Raibourn, Edwin L. Weisl, George Weltner, and Adolph Zukor. There were no opposition candidates.

Later, at a meeting of the company's board of directors, Balaban, president; Zukor, chairman of the board; and all other officers of Paramount Pictures Corporation were reelected. The other officers are Griffis, chairman of the executive committee; Freeman, Karp, Louis Phillips, Raibourn, Weltner, and Randolph C. Wood, vice-presidents; James H. Richardson, treasurer; Louis A. Novins, secretary; Frederick E. Koehner, comptroller; and Russell Holman and Arthur Israel, Jr., assistant secretaries.

## House Group Approves New Penna. Censorship

**HARRISBURG**—The House State Government Committee's approval has been given to legislation reviving Pennsylvania's movie censorship code. The committee sent the measure to the floor for action.

The State Supreme Court nullified the state's old censorship code on the grounds that it was too vague.

Under the proposed new code, obscenity would be defined as "that which appeals to prurient (lewd) interest compared to contemporary community standards", inciting to crime would be defined as "portraying crime as conduct acceptable or worthy of emulation or contempt for law."



## GWTW's Tara Returns As Georgia Landmark

ATLANTA—Twenty years after Margaret Mitchell's imaginary Georgia plantation, Tara, was created as a movie set in Hollywood, it will come to Clayton County, where the author of "Gone With the Wind" pictured it. Julian M. Foster, who transported the mock-up from the site in Hollywood it has occupied for two decades, has arrived here, and a company has announced the purchase of 300 acres of land on Tara Road, 15 miles south of Atlanta's city limits.

Work is to begin immediately on reconstructing Tara, home of Scarlett O'Hara, Foster says. His organization will be known as Tara Plantation, and Professor Merle Prunty of the University of Georgia, who is doing research on antebellum plantation life for the Guggenheim Foundation, and William Byrd and Associates are landscaping the site.

Foster said he expects to provide a tourist home on the scene, and is considering "Confederate House" as its name. It will be of the period, and there will also be a restaurant, he said.

"We have about a mile of road frontage," Foster said, "and we expect to transport visitors as they approach Tara Plantation back a hundred years to early Georgia's rural setting."

He emphasized that the scene would be a recreation of a bygone way of life "absolutely devoid of any carnival atmosphere," and aimed to appeal to students of pre-Civil War days in Georgia. He expected Tara to be completed some time next year.

The Hollywood set arrived in Atlanta on June 1, on two trucks. Gov. Vandiver and a reception committee welcomed the vans. On the committee were Wilbur G. Kurts, who designed many of the sets for the film version of GWTW; Franklin M. Garrett, author of "Atlanta and Environs"; Beverly Du-Bose, president, Atlanta Historical Society; Col. Allen P. Julian, secretary; and Mrs. Medora Fields Perkerson, author of "White Columns of Georgia."

## WOR-TV Buys Post-48 Films

NEW YORK—It was learned last fortnight that station WOR-TV had purchased some 26 post-1948 films, some of which are now in theatrical circulation.

Details were not divulged other than that the films were bought "from another source" than Screen Gems, with which, it was announced, the station has closed a \$1,000,000 deal for 78 features.



Morey R. Goldstein, left, vice-president and general sales manager, Allied Artists, and Robert C. Rothafel, president and managing director, Roxy, New York City, are seen signing the contract which will bring AA's most important picture of the year, "The Big Circus," to the Roxy early this summer.



## The NEW YORK Scene

By Mel Konecoff

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, reported at one of his periodic progress luncheons regarding pictures and business that both categories are on the increase.

With regard to business, he expected that the rest of the year would see an increase, primarily because of better and more product that seems to be in the offing. Concretely, he reported that weekend business over the last four weeks is up substantially over last year, and he felt that this might be taken as an indication for the future.

With regard to product, his conversations and meetings with distributors have brought forth the estimate that over twice as many quality pictures will be available to exhibitors during the period from Labor Day through Christmas. This period is a rough one, with competition for patron's time intensified by the return of top TV programs to the air, the reopening of schools, etc.

The nine companies he has contacted have dedicated themselves to making and releasing quality product. Numbers, these days, don't mean anything, for if the releases are minor in stature their counterparts can be seen on TV, and their effect on theatre screens is nullified as far as attracting or pleasing patrons is concerned.

Hyman reported that his release schedule, which has been corrected as of the end of May, shows approximately 36 quality releases that will go into theatres in the September-December period. This, he estimated, was twice as many pictures in the quality category as were available during the same period in 1958. June availabilities were about the same, in his opinion, as last year.

The executive reminded his listeners of a meeting that took place recently of theatre affiliates of his company covering the northern territory at Kiamesha Lake, New York, where distributors advised of the efforts and releases they were planning. He reported that all representatives came prepared with campaigns to sell forthcoming product. The underlying theme of the meeting was to focus attention on theatres and movies in particular, and on the quality product that was upcoming. Upon their return to their respective territories, each affiliate was to arrange for similar meetings to which all exhibitors in these respective areas will be invited. It is expected that Hyman may cover seven or eight meetings to discuss forthcoming releases and campaigns.

Said Hyman, "It is hoped that the enthusiasm and showmanship thus generated will keep the summer impetus going through the last four months of the year."

Hyman added, "I expect that this Christmas will be the biggest one in the past several years." Amen.

**THE METROPOLITAN SCENE:** That Ernie Emerling is an expert at monkey business. When all that fuss was being made over monkeys Able and Baker, the ad-pub vice president at Loew's sent a wire to the Army brass offering five hundred dollars for a two weeks national tour of Loew's Theatres on behalf of the science-fiction film, "The Mysterians." Hey Ernie, for that much dough we'll go if the brass is unreceptive . . . Scenes from James Cagney's two latest films for UA release, "Shake Hands With The Devil" and "The Gallant Hours," along with highlights from his most famous films were to be shown on the Ed Sullivan Show. The occasion marked Cagney's 30th anniversary in motion pictures . . . Paramount's "Last Train From Gun Hill" has been issued in comic book form by Dell Publishing.

## N. O. Exhibs Lose Tax Fight

NEW ORLEANS—After a two-and-a-half year struggle by exhibitors to get away from the bracket system in paying the city welfare tax on theatre tickets and have the levy instead based on two per cent of the gross, City Council last fortnight voted against the change.

A defeat by the narrow margin of four to three was credited to an amendment to the bill which would have reduced a five per cent welfare tax paid by amusement parks to two per cent.

It was indicated that theatremen would continue their efforts to get the tax change.

## Martin Rejoins Rank Overseas

NEW YORK—Geoffrey G. Martin, for the past two years director of advertising, publicity and exploitation, Rank Film Distributors of America, which recently terminated its film activities on its own in the U. S., will rejoin the J. Arthur Rank Overseas Film Distributors, Ltd., in London, it was learned last week.

He was first associated with Rank in the post-war period as publicity manager in Germany, and subsequently was appointed controller of publicity for the overseas organization.

## Smell-O-Vision Installed

CHICAGO—Technicians of the Michael Todd Company, under the supervision of Swiss inventor Hans Laube, have begun the installation for the first showing of Michael Todd, Jr.'s "Scent of Mystery" in the new process, Smell-O-Vision, at Todd's Cinestage Theatre here.

The completely electronic equipment will be used first in late July when a test showing has been arranged for film exhibitors and newsmen.

"Scent of Mystery" is now being filmed on locations in and around Malaga, Spain. It will be the first motion picture in which simulated odors accompany the action on the screen.

## TOA's Levy To Europe

NEW YORK—Herman M. Levy of New Haven, Conn., general counsel of the Theatre Owners of America, sailed last week on the S.S. Constitution for a two-month business trip in Europe.

He will visit Italy, Switzerland, England, and France, and while in each country will confer with the local national exhibitor organizations. He will return to the United States the last week in July or first week in August.



## ALBANY

Fabian's Palace mined a publicity and good will bonanza for Metro's "The Mating Game," via a telephone digits search by teen-age girls on the theatre pages of "The Times Union." Girls between 13 and 19 spotting the numerals, over a five-day period, were required to call the number on a Saturday morning and ask whether this was the number for "The Mating Game," giving the names of the stars Debbie Reynolds and Tony Randall, and the opening date. Those making the correct phone call received free passes for the show where a lucky winner was selected for a year's free telephone service. Manager Bill With reported 136 calls were made. . . . Joseph Mirasola has formed the Forge Amusement Corp. in Lake George, N.Y. Mirasola is also operating the 9-L Beach Drive-in, Lake George Village, and the rechristened, relighted Glendale Drive-in, Pottersville. He serves a string of hotels, dude ranches, camps and bungalow colonies, with weekly 16 mm shows. . . . Samuel E. Rosenblatt presided at a special meeting of Variety Club to discuss plans for its dinner dance at Shaker Ridge Country Club, June 6, and for cooperation with Schine-owned station WPTR in the latter's annual "Tower of Talent" recording artists show, at Hawkins Stadium, Menands, June 30. Tent 9's Camp Thacher will be the beneficiary.

## ATLANTA

The mother of Barney Ross, office manager and head booker, Kay Films, died in her home in St. Louis, Mo. . . . Clark Cunningham, has closed his Ritz, Woodbury, Tenn. . . . Jack White of the Princess, Cleveland, Tenn., is the new owner of the Joyce-Ann Drive-In there. . . . Jimmy Bello, sales manager, Capital Releasing Company, back after a business trip to Tennessee. . . . Bob Bobstick, vice-president, National Theatre Supply Company with headquarters in Memphis, was in town to honor Coley Brown, who retired after 43 years with the company. A dinner was given in the Atlanta Variety Club. Jimmy Thigpen was appointed as branch manager. . . . Spence Steinhurst, Southern publicity chief, American International Pictures, called to the bedside of his mother who is ill in her home in Buffalo, N.Y.

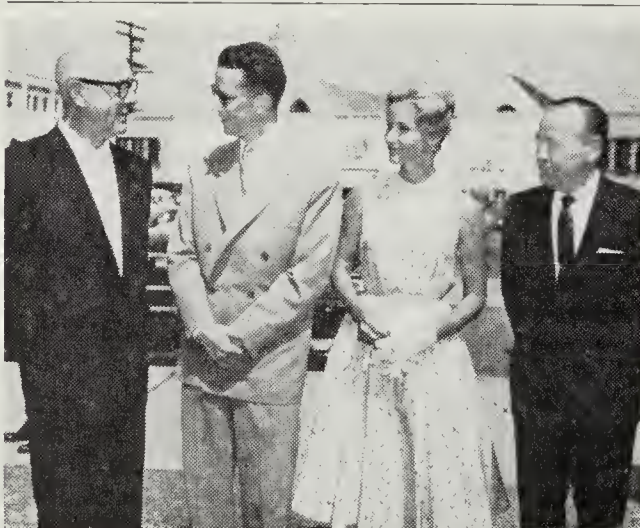
## BOSTON

Joseph E. Levine, president of Embassy Pictures Corp., will spend the greater part of the month of June in New York City overseeing the early releases of his spectacle "Hercules." Early in July he will fly to London, Paris and Rome, where he will open a new office in the latter city with Joseph Fryd as managing director. . . . Sympathy is extended to Al, Mickey and Molly Daytz, of Daytz Enterprises, in the death of their mother, Mrs. Mary Daytz, of Brookline. . . . James J. O'Brien, 58, business representative for Local 11 IATSE, stage hands union, for 29 years, died May 29 in Harley Hospital. . . . Mrs. Anne Pickering, wife of Don Pickering who is head of the stage and drapery departments of Capitol Theatre Supply, died May 28. . . . Harry Smith, former RKO booker, has joined Drive-in Theatre Associates Inc., as assistant to Lon Hacking, president, replacing Al Bevan who resigned. . . . The MGM film "Ask Any Girl" has been booked into the Saxon for mid-June; Columbia's "Middle of the Night" will go into the Kenmore for an August playdate; Charles Chaplin's "Modern Times" will be at the Exeter Street for an extended engagement; and



Ted Williams, general chairman of 1958 Variety Club of New England's Jimmy Fund, recently presented Charles Bourdelais, Jr., of the Coca-Cola Company, with a certificate of merit for his efforts in behalf of the Children's Cancer Research Foundation. Looking on is Dr. Sidney Farber, scientific director of the Foundation.

Columbia's "Anatomy Of Murder" is the next film at the Gary. . . . Manager Herbert W. Sutton of the Capitol, New Bedford, was commended by fire authorities when he averted a possible panic in the theatre during a fire in a next door tavern. Sutton stepped quietly on stage and asked the audience to file out calmly. . . . Joe Saunders is resigning from the booking department of American Theatres Corp. He will join Smith Management Company as assistant to Sam Seletsky, head buyer and booker. . . . Philip Smith, president, and Richard A. Smith, vice-president of Smith Management Company, controlling 45 drive-ins and 17 indoor houses in the east and mid-west, have purchased five motion picture theatres in Atlantic City, New Jersey, for a reported \$1,500,000, it was announced. The sale includes the Roxy and Virginia, on the Boardwalk, and the Hollywood, Shore and Center on Atlantic Avenue. The purchase was made from George Hamid, Jr. Two months ago, Smith Management announced the purchase of the Britton Theatre, a deluxe Todd AO-equipped theatre situated within the Britton Shopping Center. . . . Because the Commonwealth of Massachusetts has taken over the property of the Rialto, Worcester, by public domain in order to build the new Worcester Express Highway, Fred Fedeli and his brother Joseph were forced to close the doors of the theatre for the last time May 26, after 41 years of continuous operation. The Fedelis are considering erecting a new intimate theatre near the Rialto if they can find a suitable location.



Hollywood recently gave a royal welcome to His Majesty, King Baudouin of Belgium, and he is seen above at the MGM studio with star Eva Marie Saint; Sol C. Siegel, production head of MGM; and Benjamin Thau, MGM executive.

NEW HAMPSHIRE NEWS — Litchis, Keene, presented "My Uncle" with Jacques Tati for the benefit of the Community Ambassador Program. It was the New Hampshire premiere. . . . Free blindfolds were offered to easily-embarrassed movie-goers at the Regal, Franklin, when they presented "The Crawling Thing From Planet No. 13". . . . Daniel Webster, Nashua, presented free passes to a future movie and horoscopes to those who dared to sit through "Nightmare of Movie Monsters" plus "Spooks-a-Poppin'". . . . Philip Scott of Groveton has been chosen by New England Theatres, Inc., to succeed E. A. LaRocque as manager of the Strand, Holyoke, Mass. . . . A dozen or so cars turned away from Sky Ray Drive-In, Hooksett, after pickets from the Holy Name Society and Manchester Catholic War Veterans protested the showing of "Liane, Jungle Goddess," a Class C condemned film, as indecent. . . . Miniature Bibles containing the complete New Testament were given free to all families attending "The Prince of Peace" at the Nashua Family Drive-In.

Midway Drive-In, on the Whitefield highway, has started its seventh season. . . . Starlite Drive-In, Orford, advertised that nobody would be admitted to its horror show without signing a waiver in the lobby. . . . Ernie Reynolds, Bristol hairdresser, has accepted employment with 20th Century-Fox studios in Beverly Hills. . . . Adult admission has been increased to 65 cents at the Jax in Colebrook, but children under 12 will still be admitted for 25 cents.

PROVIDENCE, R.I., NEWS—At the Shipyard Drive-In a combination Hollywood bed, box spring, mattress and bedspread was awarded as the main feature of a Memorial Day celebration, which included a one-and-a-half-hour stage attraction, starring Jim Hines, local radio personality. Admission was \$1 per car; children free. . . . The Rustic Drive-In offered three first-run films. The Pike topped this offering with a 'four-feature-film' program. . . . The Seekonk Drive-In, just over the Massachusetts state-line, which draws heavily from this section, presented the 'largest display' of fireworks ever offered at a drive-in in this area, in addition to a film fare of four feature attractions. Starting at dusk, the complete show did not wind up until sunrise on Memorial Day morning. . . . The Hilltop, playing "The Shaggy Dog," gave away three shaggy dogs. . . . In their efforts to outdo one another the open-airers used more display advertising space in local newspapers than all in-town houses combined. Hot, humid weather drove many theatregoers into the 'air-cooled comfort' of conventional situations. A combination of street parades, sporting events and the traditional 'official openings' of three nearby amusement parks, always staged on Memorial Day, held down in-town theatre attendance, but did not affect the 'ozoners', which apparently out-scored the comparative date last year, in most situations.

## BUFFALO

George A. Mason, on the main stem theatre scene more than 35 years, announced his resignation as general manager of the Century. He will move to Miami and a new business career, "strictly non-theatrical." The United Artists Theatres, operators of the Century, have appointed Charles E. Funk, 25, of Pittsburgh, as general manager. Funk has been assistant manager of the Penn theatres, Pittsburgh. Mason began his theatrical career in the early 1920's as a protege of the late Michael Shea. Through that showman's golden era, he managed five Shea theatres,



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including the prime Keith Orpheum vaudeville house, the Hippodrome, now the Center. He joined United Artists and the Century about ten years ago. . . . The Buffalo Drive-In, Cheektowaga, one of the first built in the state, has been purchased by three Buffalo businessmen from Cleveland interests for \$250,000. The purchase has been disclosed by John J. Nasca, one of the purchasers, who said the local group plans to spend \$50,000 to modernize the 1000-car drive-in. The other purchasers are Louis Battaglia and Anthony Ragusa. Nasca said the modernization program will include widening the viewing screen and installation of a new marquee and ticket booths. The Buffalo was built in 1941 and is believed the first in the Buffalo area. . . . George H. Mackenna, chairman, Buffalo area, American Congress of Exhibitors, has called a special meeting for Monday, June 15, in the Delaware avenue headquarters of Tent 7, Variety club of Buffalo.

## CHARLOTTE

A bill was introduced in the North Carolina State Legislature May 26 which would reduce the state privilege license tax for both outdoor and indoor motion picture theaters. Offered by Rep. Boyce Whitmire, of Henderson County, the bill was referred to the House Finance Committee for study. Rep. Whitmire said it would mean a reduction of about \$90,000 a year in taxes paid by all drive-in and indoor theaters. He said he did not have an estimate on how much of a reduction the proposed new tax schedule would mean to individual theaters. In introducing the measure he said "theaters have been hit



Tony Randall, co-star, MGM's "The Mating Game," recently received the key to the city from Mayor Eugene Grover, Gloversville, N.Y. Pictured with Randall, center, are, left to right, Mrs. Donald G. Schine, vice-president, Schine Theatres; Mrs. Louis W. Schine, widow of the co-founder of Schine Theatres; and Mayor Grover. Randall was grand marshal of the City of Gloversville Street Fair parade.

pretty hard in recent years. A lot of them are going out of business."

## CHICAGO

Morrie Stahl leased the following Indiana houses from the Alliance Amusement Company: Towne, Alexandria; Knox, Knox; Pickwick, Syracuse; Gayla and the Garrett and Times Drive-Ins, Rochester. Stahl will make his headquarters in the Times, Rochester, Ind. . . . The Regal erected a new sign, installed by Whiteway. . . . Mr. and Mrs. Al Carius reopened their Morton, Morton, Ill. . . . Howard Lambert established a Golden Age

Club at the Adelphi. . . . The Air Force awarded a \$115,000 contract to Film Services. . . . Joseph W. Hicks, theatre publicist for many years died in Bradentown, Fla. His wife and two daughters survive. . . . Diane Teitel, daughter of Charles Teitel, president of Teitel Film Corp., and World Playhouse operator, was accorded a special prize in an art contest, conducted by a department store and participated in by 4000 contestants. The painting was a portrait of her father. . . . In a shakeup in the police department Commissioner O'Connor removed Lt. Edward M. O'Malley as chief of the movie censor board, a post he had held for several years. O'Malley had recently announced he would permit African dancers to perform with bare bosoms, but O'Connor overruled him by declaring they would have to wear bras. Lt. Vincent Nolan was appointed by O'Connor to head the censor board. . . . Twentieth-Fox augmented its publicity department here by placing Sol Gordon in charge and relieving him of attention in Milwaukee and Detroit. . . . An innovation at the new Rand Drive-In, Palatine, Ill., will be a periscope in the manager's office by which cars and the grounds can be checked. . . . A theatre is included in the \$2,000,000 Villa Moderne project in Highland Park, Ill. . . . 20th Century Fox was dismissed as a defendant by Judge Edwin Robson in the Tiffin Theatre case. . . . B and K is renewing its lease on the Howard, on a monthly basis.

## CLEVELAND

The legislative committee of the City Council, in an open meeting denied a request of Councilman Robert Dennerll, Jr., for appointment of a special Council committee to determine ways and means of combatting alleged obscene and immoral motion picture advertising. The Council committee ruled that it has jurisdiction only in the City of Cleveland and has no authority in the suburbs where a majority of the motion picture theatres are located. Complainants were representatives of women's groups. After presenting their examples of alleged obscenity the committee members stated they saw nothing objectionable in the copy. Louis Weitz, executive secretary of the Cleveland Motion Picture Exhibitors Association, stated that motion picture advertising is subject to industry code approval prior to dissemination and also that newspapers are empowered to reject unsuitable copy. . . . George Manos, Ohio theatre circuit owner, staged a Friday dusk-to-dawn show with free breakfast coffee and donuts at his four drive-ins, the Midway, East Palestine; Skyway, Malverne; Starlite, Newcomerstown; and Elm Lane, Coshocton. . . . Modern Theatres Circuit has inaugurated Golden Age Clubs in six of its theatres—the Ezella, Madison, Mayland and Lorain-Fulton in this city; the Berea, Berea; and the Vine, Willoughby. Only requirement is confession of age starting at 60 years.

# Film Exchange and Dealer Listing for the OKLAHOMA CITY FILM TERRITORY

A CONTINUING SERVICE • that will be re-edited and re-published at 8-month intervals.

## Film Distributors

### ALLIED ARTISTS, 625 West Grand—Central 2-8611

Sales: Ed Harris. Baakers: Paul Kearns. Emerg. Phone: WIndsar 2-3141.

### COLUMBIA, 702 West Grand—Central 2-0263

Br. Mgr.: C. A. Gibbs. Office Mgr. and Baaker: Sam Mauldin. Sales: J. A. Smith, S. E. Gibbs. Cashier: Maudie Malane. Emerg. Phone: TRinity 8-4607.

### METRO-GOLDWYN-MAYER, 629 West Grand—Central 5-5301

Br. Mgr.: George J. Fisher. Sls. Mgr.: John S. Allen. Office Mgr.: L. W. Royalty. Sales: Cannie Carpau. Baakers: Bates Farley, Robert Egbert. Cashier: Vera Strickland. Field Exp.: Narm Levinsan. Emerg. Phone: JACksan 5-1234.

### PARAMOUNT, Commerce Exchange Bldg.—Central 5-5461

Br. Mgr.: C. H. Weaver. Office Mgr.: H. K. Buchanan. Sales: Paul Rice, Tam McKean. Baakers: Sally Dulaney, Catherine Clark. Field Exp.: Bab Bixler. Emerg. Phone: JACksan 5-3970.

### SCREEN GUILD, 708 West Grand—Central 2-3528

Br. Mgrs.: Lais Scott, H. E. McKenna. Sales: Sam Brunk. Cashier: Nina Milner. Emerg. Phone: JACksan 4-0594.

### 20th CENTURY-FOX, 10 North Lee—Central 2-1105

Br. Mgr.: M. W. Osbarne. Office Mgr.: Grady James. Sales: Jack Whelihan, Nelsan Macarty. Baakers: Jim O'Dannell, Ferne Marker. Cashier: Jerlene Baker. Emerg. Phone: VICTar 3-1455.

### UNITED ARTISTS, 624 West Grand—Central 5-3306

Br. Mgr.: Bab Malane. Baaker: Bill Hunter. Sales: Eddie Greggs. Emerg. Phone: MEIrase 8-6044.

### UNIVERSAL, 625 West Grand—Central 2-9206

Br. Mgr.: Chas. W. Hudgens. Office Mgr.: Dan Snider. Sales: Jack E. Bax. Baaker: Dave Speak. Emerg. Phone: VICTar 3-6520.

### WARNER BROS., 630 West Grand—Central 5-7544

Br. Mgr.: D. J. Tullius. Office Mgr.: Chas. A. Hudgens. Sales: Jack Craig. Baakers: Ed Ray, Raymand Revels. Cashier: Nina Davis. Field Exp.: Kevin Genther. Emerg. Phones: JACksan 8-6106, VICTar 3-1964.

## Supply Dealers

NATIONAL THEATRE SUPPLY, 700 W. Grand—Central 2-0203 Emerg. Phone: VICTar 2-9166.

OKLAHOMA THEATRE SUPPLY, 628 W. Grand—Central 6-8691 Emerg. Phone: JACksan 8-2471.

## Signs, Advertising and Printing

COLORCRAFT POSTER CO., 810 N.W. 3rd St.—Central 2-5107 Emerg. Phone: WIndsar 3-1805.

THEATRE CALENDAR SERVICE, 706 W. Grand—Central 6-3257 Emerg. Phone: TRinity 8-3450.

THEATRE POSTER SERVICE, 625 W. California—Central 2-9900 Emerg. Phone: MEIrase 4-5644.

## Film Delivery Services

MAGIC EMPIRE EXPRESS, 815 W. Grand—Central 5-8543 Emerg. Phone: JACksan 8-6237.

MISTLETOE EXPRESS, 111 Harrison—Central 6-1482 Emerg. Phone: JACksan 5-6869.

O & A FILM LINE, 706 W. Grand—Central 5-7003 Emerg. Phone: TRinity 8-3450.

OKLAHOMA CITY SHIPPING & INSPECTION BUREAU, 623 W. Grand—Central 5-2553 Emerg. Phone: JACksan 8-4307.

## Service Companies

ALTEC SERVICE CO., Leonhardt Bldg.—Central 2-8866

A SPECIAL SERVICE . . . only in MOTION PICTURE EXHIBITOR

Watch for them!

**NEXT!**

**St. Louis Territory**

Issue of June 17

**Charlotte Territory**

Issue of June 24

Save Them!



Membership cards, presented at the boxoffice entitle bearer to pay the theatre's junior scale at all times. . . . The Salesmen's Club of Cleveland postponed the testimonial dinner for Jerry Lipow and Martin Grassgreen, scheduled for May 18, because of conflicting activities. A new date for honoring the incoming and outgoing presidents will be announced. . . . Community Circuit of Cleveland, has closed the Carter, downtown sub-run grind house. . . . Guido Spayne, owner, Lyn Theatre, Akron, is a patient in the Akron Metropolitan Hospital. . . . 1st Lt. Stuart Miller, son of the Richard Millers and grandson of M. B. Horwitz who heads the Washington Circuit, has returned from a tour of duty in Okinawa and is being separated from the Marine Corps.

## DALLAS

August J. Valentine, owner, Dusk Drive-In, Georgetown, Texas, for the past seven years, has purchased the Baker and Sky-Vue Drive-In, Lockhart, Texas. In the three theatre deal Valentine sold his Dusk Drive-In, Georgetown, to O. A. Englebrecht and Frontier Theatres, Inc., operators of the Palace there. Valentine, who is treasurer of the Texas Drive-In Theatre Owners Association, stated he will move his family to Lockhart in the near future. The transaction was handled by real estate brokers Kyle Rorex and Lynn Smith of R & S Amusements Realty Company, Dallas. . . . The Lockhart theatres have been operated for the past 17 years by L. J. Piwetz who recently announced his retirement.

## DES MOINES

A group of high school students face charges for pulling a hoax. The youths mailed about 300 invitations to other students and friends, inviting them to a free show at the Capitol Drive-In. The prank cost them about \$20 for printing and mailing expenses. The boys had letterheads and envelopes printed commercially and mimeographed the letter, inviting the recipients to a sneak preview. However, the theatre's name was misspelled as "Capital" and the return address was not correct. . . . Dwight Hanson, owner, Golden Buckle, Lavinia, Ia., will build a new drive-in six miles west of Rockwell City on highway 20. He hopes to have the theatre completed by July 4. It will accommodate more than 300 cars. . . . The Phoenix, Neola, has been sold to a fraternal group.

## NEW HAVEN

Mr. and Mrs. Samuel I. Safenovitz, owners of the Yale, Norwich, Conn., have announced the engagement of their daughter, Phyllis, supervisor of speech and hearing therapy in Bloomfield, Conn., public schools, to Louis Lambert, Riverdale, N.Y., senior laboratory supervisor at Columbia University electronic research laboratories, New York. . . . Markoff Bros. Theatres, Colchester, Conn., have closed the Palace, sole film theatre in Stafford Springs, Conn., for an indefinite period. The theatre, during past several years, had been operating on a curtailed schedule. It was built 50 years ago. . . . Carroll J. Lawler, general manager, Community Theatres Inc., has named Mario Aronne, formerly in independent exhibition as leasee of the Glastonbury Theatre, Glastonbury, Conn., as manager of the Art Theatre, Hartford. . . . The MPTO of Connecticut will hold its annual golf tournament and outing at the Mill River Country Club, Stratford, Aug. 18. Harry F. Shaw, division manager, Loew's Poli-New England Theatres Inc., and B. E. Hoffman, Connecticut Theatres Inc., will serve as co-chairmen.



His Excellency Bishop John J. Wright, recently appointed to the Pittsburgh Diocese, received his official appointment as Catholic Chaplain to Variety Club Tent One during a luncheon given in his honor. Seen welcoming His Excellency are, left to right, George W. Eby, international chief baker; I. Elmer Ecker; David C. Silverman, chief baker; and Mayor Thomas Gallagher.

## NEW ORLEANS

Asa Booksh, manager, RKO Orpheum, in extending invitations to local opinion makers to see "It Happened To Jane," had Pittari Restaurateur, dispatch a live lobster to their homes with a gift card inviting them to meet "Sam" the decapod star of the movie. . . . The local WOMPI group had a day on TV, despite the squally weather brought on by "Arlene," the first of 1959 hurricanes. They participated in the Noonday Variety program, Friday, May 29. Mayor Chep Morrison was chief guest. . . . H. H. Morreau set back the opening date for the Tiger Drive-In, Shreveport, La., to June 5. . . . Pike Booking and Supply Company closed the Davis, Shreveport, La., and have set June 12 for the reopening of the Holiday Drive-In, Gonzales, Fla., which is being resurfaced with a black topping. . . . Lew Langlois reopened the Star, New Roads, La. . . . J. H. Rushton suspended operations at the East Forest Drive-In, Petal, Miss., for screen and tower repairs which were damaged during a recent windstorm. . . . Recuperating from surgery are Mildred Lindsay, Allied Artists steno booker, and Martha Froeba, Columbia's "Hello Girl."

## PHILADELPHIA

Fox Theatres plans to build a drive-in on Route 130. Melvin Fox has also concluded an agreement with Bill Levitt to construct a 1500 seat conventional theatre in Levittown, N. J., . . . Abe Sunberg and Max Brookstein have taken over the New Palace from Stanley Warner. The house will close for two weeks and reopen June 19-20 with a special stage and screen show headed by Steve Gibson and his Redcaps for one show



Seen at the recent preview of MGM's "Ask Any Girl" at Hollywood's Paramount were producer Joe Pasternak and star Shirley Maclaine.

a night at \$2.00 top. Rechristened the Society Hill the theatre will then go into a 24-hours-a-day regular picture policy similar to that in effect at Sunberg's Girard Avenue Strand. . . . The Grand, Seventh and Snyder Ave., has been completely rebuilt and leased for a long term of years to John's Bargain Stores, Inc., of New York. . . . The SW Stanley and SW Broadway will carry the closed circuit telecast of the world heavyweight title match between Floyd Patterson and Ingemar Johansson on June 25. Reserved seat admissions will sell for \$4.00 each including tax. . . . Nick Tumolo, prominent in South Philadelphia civic and service groups, is now managing the SW Savoia, and will continue the presentation of Italian films along with the regular American-made releases. . . . Sam Diamond, branch manager, 20th-Fox, is celebrating his 50th birthday June 25 and the branch is celebrating with a "Sam Diamond Week". They would appreciate a date for every day that week. . . . Variety Club's "Old Newsboy's Day" June 17 promises to be the greatest. Everyone, including the American Federation of Musicians, is getting in on the great charity venture.

## PORTLAND

Earl Keate, United Artists, was here to arrange for interviews in newspapers, on television and radio of an Oregon survivor of the battle for Pork Chop Hill. . . . Sammy Siegel, San Francisco, is working on Columbia product, including, "It Happened to Jane". . . . Plans for an international film festival have been shelved.

## ST. LOUIS

Spectacular Films, Inc., has been incorporated in Missouri to operate and conduct theatres, playhouses and other places of entertainment. It may issue up to 1000 shares of common stock with no set par value. The incorporators were listed as R. B. Fisher, M. W. Feldman and P. J. Mason. The firm

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has been operating the Roxy as an Art House for several months. . . . Henry Goldberg, Paramount auditor, made his first business visit to St. Louis in several years. . . .

The State, Bowling Green, 460-seater owned by T. Jack Bankhead, was closed May 16 for an indefinite period. Bankhead, who has been operating the theatre for some 27 years, plans to devote his time to other business interests. . . .

The Marvel, Carlinville, Ill., owned by Mrs. Freida Paul and managed by her son, Norman Paul, has been closed, probably for the summer season. Mrs. Paul also owns and operates the Diane Drive-in.

## SALT LAKE CITY

The benefit showing of "Sleeping Beauty" in the Villa had hostesses, all winners of beauty and talent contests, greeting patrons and presenting them with flowers. The show was sponsored by the local Kiwanis Clubs to

David E.

# BRODSKY

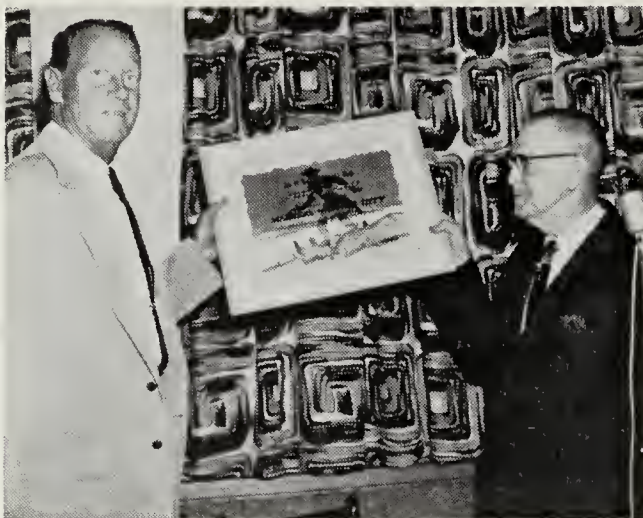
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Joel McCrea, star, United Artists' "Gunfight At Dodge City," recently visited Dodge City in connection with the opening of the film and received from Mayor Reece a plaque making him an honorary marshal.

establish a scholarship fund to be administered by the Salt Lake Exceptional Child Parent-Teacher Association for teachers' use in furthering education. The special education is required in Utah before an instructor can teach handicapped children. . . . The Uptown, Fox Intermountain Theatres, slated a "Special Matinee" showing for women of "Woman Obsessed." Breakfast was served to women attending, according to City Manager John Denman. The matinee was a tie-in with the local Tribune and Deseret News. Admission was obtained with a coupon which appeared in its columns, plus 50¢. . . . Utah's star, George Shibatan, co-featured with Gregory Peck in "Pork Chop Hill" which opened at the Lyric, Hyland and Redwood, appeared in the Lyric, opening night. . . . John Krier, vice president and general manager for Intermountain Theatres, Inc., returned recently from a business trip to eastern points.

## SAN ANTONIO

The Jack Chalmers, he's city publicity director for the Interstate Theatre Circuit, will travel to Nashville to see their daughter, Jackie, graduate from Vanderbilt University. . . . The Laurel was robbed of an estimated \$655 recently by an armed bandit wearing a white mask. The bandit confronted manager Billy Elder in his office, ordered him to open the safe and hand out a bag in which the money had been placed and escaped without attracting the attention of patrons or the girl in the box office. . . . Dorothy White and Rubin Steele Frels were married recently. The bridegroom is the son of Mrs. Rubin Frels, operator of the Frels Theatre Circuit, Victoria, Tex. . . . Edward G. Edwards, Clasa-Mohme film exchange, spent several days on a selling and booking trip in the Rio Grande Valley. . . . Bill Farnsworth, Jr., associated with Interstate Theatres Circuit, Forth Worth, Tex., for the past 20 years, has joined the Cinema Arts Theatres here as assistant to Tom Powers, city manager of the circuit. Farnsworth will headquarter at the Josephine as managing director of both that theatre and the Laurel. Bill Blankenship, who has been manager of the Josephine, becomes house manager of the Laurel. William "Bill" O'Donnell, president of the Cinema Arts Theatre Circuit was in from the Dallas, Tex., headquarters to announce the Farnsworth appointment. In addition to the Josephine and Laurel, the circuit operates the Texas and Woodlawn. . . . Jack Mullen, Jerry Fairbanks Productions, has become a father for the fifth time. . . . Fernando Obledo, office manager of Columbia reports that "Sube y Baya" starring Cantiflas, is reported doing great in El Paso, Brownsville, Houston and in other Rio Grande Valley cities. . . . Elvira Ayala, 68, sister of Manuel Ayala, Equipo Sales and Service Company, died recently.

## SEATTLE

Warren Slee has been employed by Mark Sheridan, 20th-Fox branch manager, to handle exploitation in this city and Portland. . . . Seymour Borde, general manager and assistant to the president of Favorite Films of California, was in Seattle conferring with branch manager John Cummins. . . . Bud Brodie, branch manager of National Screen Service, has been transferred to Los Angeles to head NTS in Hollywood. The Seattle branch vacancy has been filled by Kenneth Friedman, who was transferred from Salt Lake City. . . . Mr. and Mrs. Sid Dean, of the Lakewood, Tacoma, became grandparents of a baby boy, born to their son in California. . . . A wedding shower was held for Louise Werner, 20th-Fox biller, at the home of Mary Carey. She will be married June 14th. . . . Connie Schwab, 20th-Fox bookkeeping machine operator, became Mrs. Ray Beal, May 16.

## WASHINGTON, D.C.

George Glass and Walter Seltzer, co-producers of "Shake Hands With The Devil" which opened at RKO Keith's, June 10, were in last week touring the press, radio and television in connection with their pictures. . . . Mr. and Mrs. Gregory Peck were in last week in behalf of Peck's latest war thriller "Pork Chop Hill" which opened at RKO Keith's May 27. He bought the first "Buddy Poppy" to kick off Poppy Campaign. . . . William Laney is the new assistant manager for Loew's Columbia. Laney replaces Bill Rogers who becomes assistant manager in Loew's Wilmington.

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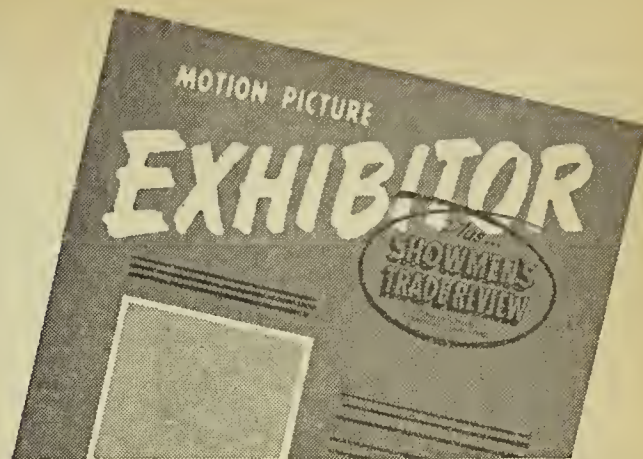
# SERVICE SECTION

THE CHECK-UP of all Features and Short Subjects  
as reviewed and compiled during the past 12 months

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 24 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVICE SECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issue of each August will always contain a complete annual index.

Combined, the yellow paper SERVICE SECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 246-48 N. Clarion St., Philadelphia 7, Penna.



JUNE 10, 1959 SECTION TWO  
Vol. 62, No. 5

## FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy  
CAR—Cartoon  
COMP—Compilation  
D—Drama  
DOC—Documentary  
MD—Melodrama  
MU—Musical  
W—Western  
NOV—Novelty  
TRAV—Travelogue

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following running time indicate projection and color processes, such as

CS—CinemaScope  
DC—DeLuxe Color  
EC—Eastman Color  
MC—MetroColor  
NA—Naturama  
RE—Reissue  
RS—Regalscope  
SS—SuperScope  
TC—Technicolor  
TE—Technirama  
TR—Trucolor  
VV—VistaVision  
WC—WarnerColor  
C—Other color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and date of issue when MOTION PICTURE EXHIBITOR published the complete analytical review, plus an evaluation of the particular picture's box-office worth.

## ALLIED ARTISTS

### DISTRIBUTED DURING THE PAST 12 MONTHS

- 5828 ACCURSED, THE—MD-78m.—Donald Wolfelt, Jane Griffiths—4533 (11-26-58)—Okay programmer—English  
5905 AL CAPONE—MD-104m.—Rod Stelger, Fay Spain—4561 (2-25-59)—Well-done crime entry  
5904 ARSON FOR HIRE—MD-68m.—Steve Brodie, Lyn Thomas—4561 (2-25-59)—Routine lower half filler  
5907 BATTLE FLAME—MD-78m.—Scott Brady, Elaine Edwards—4593 (6-3-59)—Okay war programmer  
5821 BULLWHIP—W-80m.—(CS; DC)—Guy Madison, Rhonda Fleming—4481 (6-25-58)—Average western  
5902 COSMIC MAN, THE—MD-72m.—Bruce Bennett, Angela Greene—4553 (1-28-59)—Science fiction entry for the supporting slot  
5812 CRY BABY KILLER, THE—MD-82m.—Harry Lauter, Carolyn Mitchell—4497 (8-6-58)—Juvenile delinquency tale for lower half  
5824 FRANKENSTEIN—1970—MD-83m.—(CS)—Boris Karloff, Jana Lund—4525 (10-29-58)—Adult horror programmer has Karloff name  
5903 GIANT BEHEMOTH, THE—MD-79m.—Gene Evans, Andre Morell—4573 (4-8-59)—Good science fiction—England  
5823 GUNSMOKE IN TUCSON—W-80m.—(CS; DC)—Mark Stevens, Gale Robbine—4493 (7-23-58)—Okay western  
5731 HONG KONG AFFAIR—MD-79m.—Jack Kelly, May Wynn—4493 (7-23-58)—Okay programmer  
5901 HOUSE ON HAUNTED HILL—MD-75m.—Vincent Price, Carol Ohmart—4545 (12-24-58)—Okay ghost, horror entry  
5825 HOT CAR GIRL—MD-71m.—Richard Bakalyan, June Kenney—4497 (8-6-58)—For lower half  
5833 IN-BETWEEN AGE—MU-78m.—Terry Dene, Mary Steele—4505 (9-3-58)—British rock 'n' roll dualler—England  
5839 JOHNNY ROCCO—MD-84m.—Richard Eyer, Stephen McNally, Coleen Gray—4541 (12-10-58)—Good programmer  
5813 JOY RIDE—D-64½m.—Rod Fulton, Ann Doran—4533 (11-26-58)—Interesting programmer  
5831 LEGION OF THE DOOMED—75m.—Bill Williams, Dawn Richard—4533 (11-26-58)—Foreign Legion entry for lower half  
5830 LITTLEST HOBBO, THE—D-77m.—Buddy Hart, Wendy Stuart—4513 (9-17-58)—Good show for the younger set  
5829 NEW ORLEANS AFTER DARK—MD-71m.—Stacy Harris, Ellen Moore—4485 (7-9-58)—For the lower half  
5815 NEVER LOVE A STRANGER—MD-90m.—John Drew Barrymore, Lita Milan—4485 (7-9-58)—Gangster meller for top half  
5816 PAGANS, THE—MD-80m.—Pierre Cressoy, Helene Remy—4493 (7-23-58)—Cloak and dagger spectacle—Italy  
5826 QUEEN OF OUTER SPACE—MD-79½m.—(CS; DC)—Zsa Zsa Gabor, Erlo Fleming—4513 (9-17-58)—Okay science fiction entry  
5837 REVOLT IN THE BIG HOUSE—MD-79m.—Gene Evans, Arlene Hunter—4529 (11-12-58)—Good prison story  
5820 SNOWFIRE—W-73m.—(C)—Don Megowan, Molly McGowan—4501 (8-20-58)—Good entry for the youngsters  
5910 SPEED CRAZY—MD-75m.—Brett Halsey, Yvonne Lime—4593 (6-3-59)—For the lower half  
5819 SPY IN THE SKY—MD-74m.—Steve Brodie, Andrea Domburg—4505 (9-3-58)—International intrigue programmer  
5822 UNWED MOTHER—D-74m.—Norma Moore, Robert Vaughn—4533 (11-26-58)—Well-made program entry  
5836 WOLF LARSEN—MD-83m.—Barry Sullivan, Gita Hall—4529 (11-12-58)—Good programmer

### COMING FEATURES IN ORDER OF RELEASE

- May THE REBEL SET—Gregg Palmer, Kathleen Crowley  
May LITTLE RASCALS VARIETIES—Compilation  
June KING OF THE WILD STALLIONS—(CS; DC)—George Montgomery, Diane Brewster

### COMING

- BAT, THE—Vincent Price, Agnes Moorehead  
BEYOND THIS PLACE—Van Johnson, Vera Miles  
BIG CIRCUS, THE—(CS; TC)—Victor Mature, Rhonda Fleming  
CALLING NORTH POLE—(CS; C)—Curt Jurgens, Dawn Addams  
CRIME AND PUNISHMENT, U. S. A.—George Hamilton, Mary Murphy  
FACE OF FIRE—Cameron Mitchell, Mike O'Scard  
RIOT IN CELL BLOCK 11—Neville Brand  
SURRENDER HELL—Keith Andes, Susan Cabot

## AMERICAN INTERNATIONAL

### DISTRIBUTED DURING THE PAST 12 MONTHS

- ATTACK OF THE PUPPET PEOPLE—MD-78m.—John Agar, June Kenny—4501 (8-20-58)—Okay programmer  
BONNIE PARKER STORY, THE—MD-79m.—(Superama)—Dorothy Provine, Jack Hogan—4481 (6-25-58)—Fair crime package entry  
BRAIN EATERS, THE—MD-60m.—Edwin Nelson, Joanna Lee—4541 (12-10-58)—Routine science fiction  
COOL AND THE CRAZY—MD-76m.—Scott Marlowe, Gigi Perreau—4521 (10-15-58)—Teenage dope meller  
DRAGSTRIP RIOT—MD-67m.—Gary Clarke, Yvonne Lime—4521 (10-15-58)—Teenage dualler  
HELL SQUAD—MD-64m.—Wally Compo, Brandon Carroll—4517 (10-1-58)—Program war meller  
HIGH SCHOOL HELLCATS—MD-70m.—Yvonne Lime, Bret Halsey—4525 (10-29-58)—Teenage problem programmer  
HORRORS OF THE BLACK MUSEUM—MD-95m.—(CS; EC)—Michael Gough, June Cunningham—4577 (4-22-59)—Well made horror entry—England  
HOT ROD GANG—CMU—72m.—John Ashley, Jody Fair, Gene Vincent—4525 (10-29-58)—Rock 'n' roll programmer  
HOW TO MAKE A MONSTER—MD-75m.—(Partly color)—Robert H. Harris—4541 (12-10-58)—Okay horror meller  
MACHINE GUN KELLY—MD-84m.—(Superama)—Charles Bronson, Susan Cabot—4481 (6-25-58)—Mediocre part of crime package  
NIGHT OF THE BLOOD BEAST—65m.—Michael Emmet, Angela Greene—4533 (11-26-58)—Minor science fiction entry  
OPERATION DAMES—MD-74m.—Eve Meyer, Chuck Henderson—4593 (6-3-59)—For the duallers  
PARATROOP COMMAND—D-83m.—Richard Bakalyan, Carolyn Hughes—4565 (3-11-59)—Effective war programmer  
SCREAMING SKULL, THE—MD-70m.—John Hudson, Peggy Webber—4545 (12-24-58)—Okay for the horror program  
SHE GODS OF SHARK REEF—MD-63m.—(C)—Don Durant, Lisa Montell—4534 (11-26-58)—Okay novelty programmer—Made in Hawaii  
SPIDER, THE—MD-72m.—Ed Kemmer, June Kenny—4525 (10-29-58)—Average horror entry  
SUBMARINE SEAHAWK—D-77m.—John Bentley, Brett Halsey—4565 (3-11-59)—Typical sub story for program  
TANK BATTALION—MD-80m.—Don Kelly, Barbara Luna—4517 (10-1-58)—For the lower half  
TANK COMMANDOS—MD-81m.—Robert Barron, Maggie Lawrence—4593 (6-3-59)—Program war meller

## . . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classifications of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; B—Objectionable in Part for All; C—Condemned; SC—Separate Classification, follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

- Accursed, The . . . . . A2 AA  
Affairs of Julie, The . . . . . For.  
Al Capone . . . . . A3 AA  
Alaskan Passage . . . . . B Fox  
Alias Jesse James . . . . . A1 UA  
• All God's Children . . . . . WB  
• Alligator People, The . . . . . Fox  
• Anatomy of a Murder . . . . . Col.  
Andy Hardy Comes Home . . . . . A1 MGM  
Angry Hills, The . . . . . A3 MGM  
Anna Lucasta . . . . . A3 UA  
• Anniversary Waltz . . . . . UA  
• Any Way the Wind Blows . . . . . U-I  
Apache Territory . . . . . Col.  
Appointment with a Shadow . . . . . A2 U1  
Arson for Hire . . . . . A2 AA  
As Young as We Are . . . . . A3 Par.  
Ask Any Girl . . . . . A3 MGM  
Attack of the Puppet People . . . . . A1 AI  
Auntie Mame . . . . . A3 WB

## PLEASE NOTE . . .

This yellow paper SERVICE SECTION is corrected, re-edited, and brought up to date every second week;— and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF



## B

Bad Girl	For.
Badlanders, The	A3 MG
Ballerina	For.
Bandit of Zhohe, The	A1 Col.
Barbarian and the Geisha, The	A1 Fox
Bat, The	AA
Battle Flame	A1 AA
Battle of the Coral Sea	Col.
Beat Generation, The	B MGM
Bell, Book and Candle	A3 Col.
Ben Hur	MGM
Bend of the River—RE	A1 U-I
Best of Everything, The	Fox
Beyond This Place	AA
Big Barrier, The	For.
Big Circus, The	AA
Big Country, The	A2 UA
Big Operator, The	MGM
Black Orchid, The	A1 Par.
Blob, The	A2 Par.
Blood Of Bataan	For.
Blood of the Vampire	B UI
Blue Angel, The	Fox
Blue Denim	Fox
Blue Murder at St. Trinian's	For.
Bonnie Parker Story	B AI
Born Reckless	B WB
Born to Be Loved	U-I
Brain Eaters, The	A2 A-I
Bramble Bush, The	WB
Buccaneer, The	A1 Par.
Buchanan Rides Alone	A1 Col.
Bullwhip	A2 AA
But Not for Me	Par.

## C

Caine Mutiny, The—RE	A1 Col.
Calling North Pole	AA
Captain from Kopenick, The	A1 For.
Career	Par.
Case of Dr. Laurent, The	SC For.
Cash McCall	WB
Cast A Long Shadow	UA
Cat, The	For.
Cat on a Hot Tin Roof	A3 MGM
Certain Smile, A	A3 Fox
China Doll	A3 UA
Circle, The	For.
Circus of Love	For.
City of Fear	A2 Col.
Compulsion	A3 Fox
Contraband Spain	For.
Cool and The Crazy	A3 AI
Cop Hater	B UA
Cosmic Man, The	A1 AA
Cosmic Monsters, The	A2 For.
Count Your Blessings	A3 MGM
Counterplot	UA
Country Music Holiday	A1 Par.
Crawling Eve, The	A2 For.
Crime and Punishment U.S.A.	A3 AA
Crimson Kimono, The	Col.
Cry Baby Killer, The	A2 AA
Cry from the Streets, A	A2 For.
Cry Tough	UA
Curse of the Faceless Man, The	A2 UA
Curse of the Undead	U-I

## D

Daddy-O	B A-I
Damn Yankees	A3 WB
Dangerous Exile	A1 For.
Darby O'Gill and the Little People	A1 Misc.
Date With Death, A	Misc.
Day of the Outlaw	UA
Deadly Deception	For.
Decks Ran Red, The	A3 MGM
Defiant Ones, The	A3 UA
Desert Hell	A1 Fox
Devil's Disciple, The	UA
Diary of Anne Frank	A1 Fox
Diary of a High School Bride	AI
Doctor's Dilemma, The	A3 MGM
Don't Give Up The Ship	A3 Par.
Dragstrip Riot	B AI
Dreaming Lips	For.
Dunkirk	A1 MGM

## E

Eighth Day of the Week, The	B For.
Embezzled Heaven	A1 For.
Enchanted Island	A2 WB
Escort West	A1 UA

## F

Face of Fire	AA
Face of a Fugitive	A2 Col.
FBI Story, The	WB
Fearmakers, The	A2 UA
Fiend Who Walked the West, The	B Fox

TEENAGE CAVEMAN—MD-65m.—Robert Vaughn, Leslie Bradley—4541 (12-10-58)—For the lower half  
TERROR FROM THE YEAR 5,000—MD-74m.—Ward Costello, Joyce Holden—4541 (12-10-58)—Lower half horror thriller  
WAR OF THE COLOSSAL BEAST—MD-68m.—Sally Fraser, Dean Parkin—4501 (8-20-58)—Fair exploitation programmer

## TO BE REVIEWED

DADDY-O—Dick Contino, Sandra Giles  
DIARY OF A HIGH SCHOOL BRIDE—Anita Leigh  
GHOST IN THE HOUSE—Hot Rod Gang  
GHOST OF DRAGSTRIP HOLLOW—Jody Fair, Russ Bender  
HEADLESS GHOST, THE—(CS)—Richard Lyon, Lilliane Sottane  
JAILBREAKERS, THE—Robert Hutton, Mary Castle  
ROAD RACERS—Joel Laurence, Sally Fraser  
SHEBA AND THE GLADIATOR—(CS; C)—Anita Ekberg, Georges Marchail

## COLUMBIA

## DISTRIBUTED DURING THE PAST 12 MONTHS

- 314 APACHE TERRITORY—W-75m.—(EC)—Rory Calhoun, Barbara Bates—4513 (9-17-58)—Okay action programmer  
BANDIT OF ZHOBE, THE—MD-80m.—(CS; TC)—Victor Mature, Anne Aubrey—4565 (3-11-59)—Familiar desert action programmer  
319 BELL, BOOK, AND CANDLE—C-103m.—(TC)—James Stewart, Kim Novak—4526 (10-29-58)—Cute comedy has lots to offer  
309 BUCHANAN RIDES ALONE—W-78m.—(C)—Randolph Scott, Craig Stevens—4505 (9-3-58)—Good western for the program  
CAINE MUTINY, THE—D-125m.—Humphrey Bogart, May Wynn—4573 (4-8-59)—For the bigger money—Reissue  
328 CITY OF FEAR—MD-81m.—Vince Edwards, Patricia Blair—4549 (1-14-59)—Interesting programmer  
FACE OF A FUGITIVE—W-81m.—(EC)—Fred MacMurray, Dorothy Green—4581 (5-6-59)—Good western for program  
330 FORBIDDEN ISLAND—MD-66m.—(C)—Jon Hall, Nan Adams—4557 (2-11-59)—Undersea yarn for lower half  
313 GHOST OF THE CHINA SEA—MD-79m.—David Brian, Lynn Bernay—4505 (9-3-58)—Strictly lower half fare  
327 GIDEON OF SCOTLAND YARD—MD-91m.—Jack Hawkins, Anna Lee—4553 (1-28-59)—Satisfactory detective story for the program—England  
GIDGET—C-95m.—(CS; EC)—Sandra Dee, James Darren—4569 (3-25-59)—Entertaining, fun-filled entry  
GILDA—D-110m.—Rita Hayworth, Glenn Ford—4577 (4-22-59)—Well-made drama with music should get the business—Re.  
323 GOOD DAY FOR A HANGING—W-85m.—(EC)—Fred MacMurray, Maggie Hayes—4545 (12-24-58)—Average western  
302 GUNMAN'S WALK—D-97m.—(CS; TC)—Van Heflin, Tab Hunter, Kathryn Grant—4506 (9-3-58)—Excellent western  
331 GUNMEN FROM LAREDO—W-67m.—(C)—Robert Knapp, Jana Davi—4561 (2-25-59)—Mediocre western for the program  
H-MAN, THE—MD-79m.—(CS; EC)—Japanese cast—4593 (6-3-59)—Good horror entry—Dubbed in English—Japanese made  
HEY BOY! HEY GIRL!—MU-81m.—Louis Prima, Keely Smith—4577 (4-22-59)—Enjoyable romp for pop music fans  
IT HAPPENED TO JANE—C-98m.—(EC)—Doris Day, Jack Lemmon—4577 (4-22-59)—Highly entertaining comedy  
334 JUKE BOX RHYTHM—MU-81m.—Jo Morrow, Jack Jones—4569 (3-25-59)—Pop music bonanza for the younger set  
315 KILL HER GENTLY—MD-73m.—Griffith Jones, Maureen Connell—4517 (10-1-58)—Program filler—England  
325 LAST BLITZKRIEG, THE—MD-84m.—Van Johnson, Kerwin Mathews—4545 (12-24-58)—Interesting war film  
316 LAST HURRAH, THE—CD-121m.—Spencer Tracy, Dianne Foster—4521 (10-15-58)—High rating entertainment  
306 LIFE BEGINS AT 17—D-75m.—Mark Damon, Dorothy Johnson—4506 (9-3-58)—Okay teen-age programmer  
321 MAN INSIDE, THE—MD-89m.—Jack Palance, Anita Ekberg—4529 (11-12-58)—Okay adventure yarn  
MAN IN THE SADDLE—W-87m.—Randolph Scott, Joan Leslie—4581 (5-6-59)—Outdoor show has names to help—Reissue  
310 ME AND THE COLONEL—CD-109m.—Danny Kaye, Nicole Maurey—4506 (9-3-58)—Highly entertaining entry  
MIDDLE OF THE NIGHT—D-116m.—Kim Novak, Fredric March—4585 (5-20-59)—Absorbing drama has top names  
322 MURDER BY CONTRACT—D-81m.—Vince Edwards—4542 (12-10-58)—Well done crime story  
317 MURDER REPORTED—MD-58m.—Paul Carpenter, Melissa Stribling—4526 (10-29-58)—Lower half filler—England  
ON THE WATERFRONT—MD-108m.—Marlon Brando, Eva Marie Saint—4573 (4-8-59)—Rugged meller rates with the best—Reissue  
304 REVENGE OF FRANKENSTEIN—MD-90m.—(TC)—Peter Cushing, Eunice Gayson—4506 (9-3-58)—Good horror entry—England  
326 RIDE LONESOME—W-73m.—(CS; C)—Randolph Scott, Karen Steele—4557 (2-11-59)—Good western  
SANTA FE—W-88m.—Randolph Scott, Janis Carter—4581 (5-6-59)—Good outdoor show—Reissue  
324 SENIOR PROM—MU-82m.—Jill Corey, Paul Hampton—4546 (12-24-58)—Excellent, tune-filled entry should have wide appeal  
320 SEVENTH VOYAGE OF SINBAD, THE—FAN-89m.—(TC; DY)—Kerwin Mathews, Kathryn Grant—4534 (11-26-58)—High rating fantasy of Arabian Nights type  
312 SHE PLAYED WITH FIRE—MD-95m.—Jack Hawkins, Ariane Dahl—4506 (9-3-58)—Interesting mystery for the Program—England  
307 TANK FORCE—MD-86m.—(CS; TC)—Victor Mature, Luciana Paluzzi—4506 (9-3-58)—African War action for the program—Eng and  
318 TARAWA BEACHHEAD—MD-77m.—Kerwin Mathews, Julie Adams—4529 (11-12-58)—Satisfactory programmer of Marines in action  
329 TWO-HEADED SPY, THE—MD-93m.—Jack Hawkins, Gia Scala—4546 (12-24-58)—Good programmer—England  
VERBOTEN—MD-87m.—James Best, Susan Cummings—4571 (3-25-59)—Interesting program entry  
311 WHOLE TRUTH, THE—MD-84m.—Stewart Granger, Donna Reed—4506 (9-3-58)—Average whodunit for the program—England  
YOUNG LAND, THE—W-89m.—(T)—Pat Wayne, Yvonne Craig—4577 (4-22-59)—New faces spark western

## COMING FEATURES IN ORDER OF RELEASE

June WOMAN EATER, THE—George Colouris, Vera Day  
July ANATOMY OF A MURDER—James Stewart, Lee Remick  
July LEGEND OF TOM DOOLEY, THE—Michael Landon, Jo Morrow  
July 30 FT. BRIDE OF CANDY ROCK, THE—Lou Costello, Dorothy Provine

## COMING

BATTLE OF THE CORAL SEA—Cliff Robertson, Gia Scala  
CRIMSON KIMONO, THE—Victoria Shaw, James Shigeta  
FLYING FONTAINES, THE—(C)—Michael Callan, Evy Norlund  
HAVE ROCKET, WILL TRAVEL—Three Stooges, Anna-Lisa  
IDOL ON PARADE—William Bendix, Anne Aubrey—England  
KILLERS OF THE KILIMANJARO—(CS; EC)—Robert Taylor, Anne Aubrey  
LAST ANGRY MAN, THE—Paul Muni, Betsy Palmer  
MAGIC FLAME, A—(CS; C)—Dirk Bogarde, Genevieve Page  
MAN ON A STRING—Ernest Borgnine, Coleen Dewhurst  
MOUSE THAT ROARED, THE—Jean Seberg, Peter Sellers—England  
ONCE MORE WITH FEELING—(TC)—Yul Brynner, Kay Kendall  
OUR MAN IN HAVANA—(CS)—Alec Guinness, Maureen O'Hara  
PORGY AND BESS—(Todd A-O; C)—Sidney Poitier, Dorothy Dandridge—Goldwyn  
RIM OF THE CANYON—(CS; C)—Cornel Wilde, Victoria Shaw  
SUDDENLY LAST SUMMER—Elizabeth Taylor, Montgomery Clift  
THEY CAME TO CORDURA—(CS; C)—Gary Cooper, Rita Hayworth, Van Heflin  
THOUSAND AND ONE ARABIAN NIGHTS—(TC)—UPA Cartoon feature  
TINGLER, THE—Vincent Price, Judith Evelyn  
YESTERDAY'S ENEMY—Stanley Baker—England

## MGM

## DISTRIBUTED DURING THE PAST 12 MONTHS

- 916 ASK ANY GIRL—98m.—(CS; MC)—David Niven, Shirley MacLaine, Gig Young—4585 (5-20-59)—Highly amusing comedy  
832 ANDY HARDY COMES HOME—CD-78m.—Mickey Rooney, Patricia Breslin—4498 (8-6-58)—Welcome return of popular family series  
921 ANGRY HILLS, THE—MD-105m.—(CS)—Robert Mitchum, Elisabeth Mueller—4594 (6-3-59)—Program meller of Greek resistance movement during World War II  
828 BADLANDERS, THE—W-83m.—(CS; MC)—Alan Ladd, Katy Jurado—4493 (7-23-58)—Very good western  
901 CAT ON A HOT TIN ROOF—D-108m.—(MC)—Elizabeth Taylor, Paul Newman—4506 (9-3-58)—Well-made filmization of play  
919 COUNT YOUR BLESSINGS—CD-102m.—(CS; MC)—Deborah Kerr, Rossano Brazzi—4573 (4-8-59)—Entertaining  
903 DECKS RAN RED, THE—D-83m.—James Mason, Dorothy Dandridge—4517 (10-1-58)—Well-made, suspense shocker  
909 DOCTOR'S DILEMMA, THE—98m.—(EC)—Leslie Caron, Dirk Bogarde—4546 (12-24-58)—Good for the art spots—England  
902 DUNKIRK—D-113m.—John Mills, Robert Urquhart—4506 (9-3-58)—Well-made war film—England  
915 FIRST MAN INTO SPACE—MD-77m.—Marshall Thompson, Maria Landi—4557 (2-11-59)—Okay science fiction for the program  
914 GREEN MANSIONS—D-101m.—(CS; MC)—Audrey Hepburn, Anthony Perkins—4569 (3-25-59)—Moderately entertaining  
830 IMITATION GENERAL—C-88m.—(CS)—Glenn Ford, Red Buttons, Taina Elg—4482 (6-25-58)—Good war comedy  
910 JOURNEY, THE—D-125m.—(TC)—Deborah Kerr, Yul Brynner—4557 (2-11-59)—Exciting entertainment  
912 MATING GAME, THE—C-96m.—(CS; MC)—Debbie Reynolds, Tony Randall—4561 (2-25-59)—Highly amusing comedy  
920 MYSTERIANS, THE—MD-85m.—(CS; EC)—Japanese cast—4585 (5-20-59)—Good Japanese science fiction thriller—Made in Japan



- 911 NIGHT OF THE QUARTER MOON—D-96m.—(CS)—Julie London, John Drew Barrymore—4558 (2-11-59)—Off-beat, interesting drama
- 913 NOWHERE TO GO—MD-89m.—(C)—George Nader—4565 (3-11-59)—For the lower half—England
- 905 PARTY GIRL—MD-99m.—(CS; MC)—Robert Taylor, Cyd Charisse—4526 (10-29-58)—Plush gangster meller is action-packed
- 829 RELUCTANT DEBUTANTE, THE—C-94m.—(CS; MC)—Rex Harrison, Kay Kendall—4498 (8-6-58)—Entertaining, light-weight comedy
- 908 SOME CAME RUNNING—D-136m.—(CS; MC)—Frank Sinatra, Dean Martin—4546 (12-24-58)—Highly interesting and should draw
- 831 TARZAN'S FIGHT FOR LIFE—MD-86m.—(C)—Gordon Scott, Eve Brent—4486 (7-9-58)—Okay for Tarzan fans
- 904 TORPEDO RUN—MD-98m.—(CS; MC)—Glenn Ford, Diane Brewster—4526 (10-29-58)—Good submarine entry
- 907 TOM THUMB—FAN-98m.—(TC)—Russ Tamblyn, June Thorburn—4534 (11-26-58)—High rating entertainment, especially for youngsters—England
- 906 TUNNEL OF LOVE, THE—C-98m.—(CS)—Doris Day, Richard Widmark—4521 (10-15-58)—Highly entertaining comedy for adults
- 918 WATUSI—MD-85m.—(TC)—George Montgomery, Taina Elg—4578 (4-22-59)—Okay programmer
- 917 WORLD, THE FLESH AND THE DEVIL, THE—D-95m.—(CS)—Harry Belafonte, Inger Stevens—4573 (4-8-59)—Unusual highly interesting drama

COMING FEATURES IN ORDER OF RELEASE

- July BEAT GENERATION, THE—Steve Cochran, Mamie Van Doren
- July NORTH BY NORTHWEST—(MC)—Cary Grant, Eva Marie Saint, James Mason
- Aug. TARZAN, THE APE MAN—(C)—Denny Miller
- Sept. BIG OPERATOR, THE—Mickey Rooney, Mamie Van Doren
- Sept. SCAPEGOAT, THE—Alec Guinness, Bette Davis
- Sept. FOR THE FIRST TIME—(TC)—Marlo Lanza, Zsa Zsa Gabor

COMING

- BEN HUR—(Camera 65 MC)—Charlton Heston, Jack Hawkins
- GIRLS' TOWN—Mamie Van Doren, Mel Tormé
- HOME FROM THE HILL—(CS; MC)—Robert Mitchum, Eleanor Parker
- HOUSE OF THE SEVEN HAWKS, THE—(CS; MC)—Robert Taylor, Nicole Maurey
- IT STARTED WITH A KISS—(CS; MC)—Glenn Ford, Debbie Reynolds
- LAST VOYAGE, THE—(MC)—Robert Stack, Dorothy Malone
- LABEL—Dirk Bogarde, Olivia DeHavilland—England
- NEVER SO FEW—(CS; MC)—Frank Sinatra, Gina Lollobrigida
- TIME MACHINE, THE—(EC)—Rod Taylor, Yvette Mimieux
- WRECK OF THE MARY DEARE, THE—(CS; C)—Gary Cooper, Charlton Heston

PARAMOUNT

DISTRIBUTED DURING THE PAST 12 MONTHS

- 5804 AS YOUNG AS WE ARE—D-76m.—Robert Harland, Pippa Scott—4513 (9-17-58)—Satisfactory drama with teen appeal
- 5813 BLACK ORCHID, THE—D-96m.—Sophia Loren, Anthony Quinn—4553 (1-28-59)—Fine, entertaining drama
- 5801 BLOB, THE—MD-85m.—(DC)—Steven McQueen, Aneta Corsaut—4513 (9-17-58)—Okay science fiction programmer
- 5809 BUCCANEER, THE—D-121m.—(VV; TC)—Yul Brynner, Claire Bloom—4546 (12-24-58)—Well-made spectacle has names to help
- 5714 COUNTRY MUSIC HOLIDAY—MU-81m.—Ferlin Husky, Zsa Zsa Gabor—4482 (6-25-58)—Lower half filler
- 5820 DON'T GIVE UP THE SHIP—C-89m.—Jerry Lewis, Dina Merrill—4594 (6-3-59)—Amusing Lewis entry
- 5823 FIVE PENNIES, THE—MUCD-117m.—(TC; VV)—Danny Kaye, Barbara Bel Geddes—4581 (5-6-59)—Solid entertainment
- 5808 GEISHA BOY, THE—C-98m.—(TC)—Jerry Lewis, Marie McDonald—4534 (11-26-58)—Moderately amusing Jerry Lewis entry
- 5818 HANGMAN, THE—W-86m.—Robert Taylor, Tina Louise—4578 (4-22-59)—Western has angles
- 5806 HOUSEBOAT—CD-112m.—(VV; TC)—Cary Grant, Sophia Loren—4514 (9-17-58)—Highly entertaining entry
- 5807 HOT ANGEL, THE—MD-73m.—Jackie Loughery, Edward Kemmer—4542 (12-10-58)—Actionful programmer
- 5802 I MARRIED A MONSTER FROM OUTER SPACE—MD-78m.—Tom Tryon, Gloria Talbott—4522 (10-15-58)—Okay science fiction entry
- 5821 LAST TRAIN FROM GUN HILL, THE—W-94m.—(T; VV)—Kirk Douglas, Carolyn Jones—4578 (4-22-59)—Suspenseful, big scale western
- 5736 MATCHMAKER, THE—CD-100m.—(VV)—Shirley Booth, Anthony Perkins—4498 (8-6-58)—Humorous entry for discriminating audiences
- 5803 PARTY CRASHERS, THE—MD-78m.—Mark Damon, Connie Stevens—4514 (9-17-58)—Teen-age programmer
- R5815 PLACE IN THE SUN, A—D-122m.—Montgomery Clift, Elizabeth Taylor—4562 (2-25-59)—High rating new version of Theodore Dreiser's "An American Tragedy"—Reissue
- R5819 SHANE—W-117m.—(TC)—Alan Ladd, Jean Arthur—4574 (4-8-59)—Powerful outdoor show—Reissue
- R5816 STALAG 17—CD-120m.—William Holden, Don Taylor—4562 (2-25-59)—Comedy drama of prison war camp is headed for better grosses—Reissue
- 5814 TEMPEST—MD-125m.—(TE; TC)—Silvana Magano, Van Heflin—4553 (1-28-59)—Exciting spectacle
- 5817 THUNDER IN THE SUN—W-81m.—(EC)—Susan Hayward, Jeff Chandler—4574 (4-8-59)—Off-beat entry has angles
- 5810 TOKYO AFTER DARK—D-80m.—Michi Kobi, Richard Long—4547 (12-24-58)—Fair programmer
- 5811 TRAP, THE—MD-84m.—(TC)—Richard Widmark, Tina Louise—4554 (1-28-59)—Interesting, name-packed action drama
- 5805 WHEN HELL BROKE LOOSE—D-78m.—Charles Bronson, Violet Rensing—4526 (10-29-58)—Interesting, effective programmer
- 5812 YOUNG CAPTIVES, THE—MD-61m.—Steven Marlo, Luana Patten—4558 (2-11-59)—Excellent programmer

COMING FEATURES IN ORDER OF RELEASE

- Sept. MAN WHO COULD CHEAT DEATH, THE—(TC)—Anton Differing, Hazel Court—England
- Sept. TARZAN'S GREATEST ADVENTURE—(C)—Gordon Scott, Sara Shane

COMING

- BUT NOT FOR ME—(VV)—Clark Gable, Carroll Baker
- CAREER—Dean Martin, Shirley MacLaine
- HELLER WITH A GUN—(TC)—Sophia Loren, Anthony Quinn
- JAYHAWKERS, THE—(VV; TC)—Jeff Chandler, Nicole Maurey
- ONE-EYED JACKS—(VV; TC)—Marlon Brando, Katy Jurado
- THAT KIND OF WOMAN—Sophia Loren, Tab Hunter
- TOUCH OF LARCENY—James Mason, Vera Miles—England
- VISIT TO A SMALL PLANET, A—Jerry Lewis, Joan Blackman

20TH CENTURY FOX

DISTRIBUTED DURING THE PAST 12 MONTHS

- 908 ALASKA PASSAGE—MD-72m.—(CS)—Bill Williams, Nora Hayden—4558 (2-11-59)—Adult programmer
- 835 BARBARIAN AND THE GEISHA, THE—D-105m.—(CS; DC)—John Wayne, Eiko Ando—4517 (10-1-58)—Interesting, lavish historical saga
- 830 CERTAIN SMILE, A—D-106m.—(CS; DC)—Rossano Brazzi, Joan Fontaine—4498 (8-6-58)—Interesting, colorful tale of a young girl in love
- 915 COMPULSION—D-103m.—(CS)—Orson Welles, Diane Varsi—4558 (2-11-59)—Absorbing, well-made dramatic entertainment
- 822 DESERT HELL—MD-82m.—(RS)—Brian Keith, Barbara Hale—4483 (6-25-58)—Mediocre lower half entry
- DIARY OF ANNE FRANK, THE—D-170m.—(CS)—Millie Perkins, Joseph Schildkraut—4569 (3-25-59)—High rating dramatic entry
- 831 FIEND WHO WALKED THE WEST, THE—W-100m.—(CS)—Hugh O'Brian, Robert Evans, Dolores Michaels—4506 (9-3-58)—Suspenseful, brutal western
- 818 FLAMING FRONTIER—W-70m.—(RS)—Bruce Bennett, Paisley Maxwell—4487 (7-9-58)—For the lower half
- 821 FLY, THE—D-90m.—(CS; DC)—Al Hedison, Patricia Owens—4494 (7-23-58)—Excellent horror entry can be exploited
- 843 FRONTIER GUN—W-70m.—(RS)—John Agar, Joyce Meadows—4530 (11-12-58)—Lower half western
- 832 HARRY BLACK AND THE TIGER—MD-107m.—(CS; DC)—Stewart Granger, Barbara Rush—4514 (9-17-58)—Interesting adventure yarn
- 920 HERE COME THE JETS—MD-71m.—Steve Brodie, Lyn Thomas—4594 (6-3-59)—Okay programmer
- 905 I MOBSTER—MD-80m.—(CS)—Steve Cochran, Lita Milan—4549 (1-14-59)—Good gangster tale for the program
- 837 IN LOVE AND WAR—D-111m.—(CS; DC)—Robert Wagner, Dana Wynter—4527 (10-29-58)—Well-made entry has good potential
- 901 INN OF THE SIXTH HAPPINESS, THE—D-153m.—(CS; DC)—Ingrid Bergman, Curt Jurgens—4535 (11-26-58)—Superior entertainment
- 907 INTENT TO KILL—D-89m.—(CS)—Richard Todd, Betsy Drake—4542 (12-10-58)—Good programmer
- 833 HUNTERS, THE—MD-108m.—(CS; DC)—Robert Mitchum, May Britt—4502 (8-20-58)—Interesting yarn of Air Force in action
- 913 LITTLE SAVAGE—MD-69m.—Pedro Armendariz, Terry Rango—4570 (3-25-59)—Lower half filler
- 911 LONE TEXAN—W-76m.—(RS)—Willard Parker, Audrey Dalton—4554 (1-28-59)—Okay western
- 864 MARK OF ZORRO, THE—MD-93m.—(RE)—Tyrone Power, Linda Darnell—4530 (11-12-58)—"Zorro" popularity plus name should see it through
- 839 MARDI GRAS—MU-107m.—(CS; DC)—Pat Boone, Christine Carere—4535 (11-26-58)—Enjoyable entertainment
- 828 NAKED EARTH—D-96m.—(CS)—Richard Todd, Juliette Greco—4487 (7-9-58)—Interesting, off-beat programmer
- 841 NICE LITTLE BANK THAT SHOULD BE ROBBED, A—C-87m.—(CS)—Tom Ewell, Dina Merrill—4547 (12-24-58)—Fair comedy
- 904 RALLY 'ROUND THE FLAG BOYS—C-106m.—(CS; DC)—Paul Newman, Joanne Woodward—4549 (1-14-59)—Cute, highly amusing comedy

- Fire Under Her Skin..... For.
- First Man Into Space..... A2 MGM
- Five Pennies, The..... A1 Par.
- Flaming Frontier..... A1 Fox
- Flesh and the Woman..... For.
- Floods of Fear..... U-I
- Fly, The..... A2 Fox
- Flying Classroom, The..... For.
- Flying Fontaines, The..... Col.
- Folies Bergere..... For.
- Forbidden Island..... B Col.
- Forbidden Paradise..... For.
- For the First Time..... A1 MGM
- Forbidden Fruit..... B For.
- Four Skulls of Jonathan Drake, The..... A3 UA
- Foxleat Girl in Paris..... For.
- Frankenstein—1970..... A3 AA
- Frankenstein's Daughter..... B Miso.
- From the Earth to the Moon..... A1 WB
- Frontier Gun..... A2 Fox

G

- Gallant Hours, The..... UA
- Geisha Boy, The..... A2 Par.
- Ghost in the House..... AA
- Ghost of the China Sea..... A1 Col.
- Ghost of Drag Strip Hollow..... AI
- Giant Behemoth, The..... A2 AA
- Gidget..... A3 Col.
- Gideon of Scotland Yard..... A1 Col.
- Gigantis, The Fire Monster..... A2 WB
- Gilda—RE..... B Col.
- Girl In The Bikini, The..... B For.
- Girl With An Itch..... Miso.
- Girls, Inc..... Misc.
- Girls, Guns and Gangsters..... UA
- Girls of the Night..... For.
- Girls' Town..... MGM
- Go, Johnny, Go..... Misc.
- Good Day for a Hanging..... A1 Col.
- Grand Maneuver, The..... B For.
- Great St. Louis Bank Robbery, The..... B UA
- Green Mansions..... A1 MGM
- Gri Gri..... For.
- Guendalina..... For.
- Guitars Of Love..... For.
- Gun Fight At Dodge City..... A2 UA
- Gun Runners, The..... A3 UA
- Guns of the Timberland..... WB
- Gunman's Walk..... A3 Col.
- Gunfighters of Abilene..... UA
- Gunmen From Laredo..... A2 Col.
- Guns, Girls and Gangsters..... B UA
- Gunsmoke In Tucson..... A2 AA
- Gypsy and the Gentleman, The... For.

H

- H-Man, The..... B Col.
- Hanging Tree, The..... A2 WB
- Hangman, The..... A2 Par.
- Happy Is The Bride..... For.
- Harry Black and the Tiger..... A3 Fox
- Have Rocket, Will Travel..... Col.
- He Who Must Die..... For.
- Headless Ghost, The..... B AI
- Havana Story, The..... UA
- Helen of Troy—RE..... A2 WB
- Hell Squad..... A2 AI
- Heller With A Gun..... Par.
- Hercules..... A1 WB
- Here Come The Jets..... A2 Fox
- Heroes and Sinners..... C For.
- Hey Boy, Hey Girl..... A1 Col.
- High School Hellcats..... A3 AI
- Hole In The Head, A..... UA
- Holiday for Lovers..... Fox
- Home Before Dark..... B WB
- Home From The Hill..... MGM
- Hong Kong Affair..... A1 AA
- Hong Kong Confidential..... A1 UA
- Horrors of the Black Museum..... B AI
- Horse Soldiers, The..... UA
- Horse's Mouth, The..... A3 UA
- Hot Angel, The..... A2 Par.
- Hot Car Girl..... B AA
- Hot Rod Gang..... B AI
- Hound of the Baskerville's..... UA
- House of the Seven Hawks, The... MGM
- Houseboat..... A2 Par.
- House on Haunted Hill, The..... A2 AA
- How to Make a Monster..... A2 AI
- Hunters, The..... A2 Fox

I

- I Bury the Living..... A2 UA
- I Married a Monster from Outer Space..... A2 Par.
- I, Mobster..... B Fox
- I Was Monty's Double..... A1 For.
- I Want to Live..... A3 UA
- Idle On Parade..... Col.
- I'll Give My Life..... Misc.
- Imitation General..... A2 MGM
- Imitation Of Life..... A3 U-I
- In Between Age, The..... A1 AA
- In Love and War..... A3 Fox
- Indiscreet..... A3 WB
- Inn of the Sixth Happiness, The... A1 Fox
- Inspector Malgret..... A3 For.
- Intent to Kill..... B Fox
- Invisible Invaders, The..... A1 UA
- Island of Lost Women..... A1 WB
- Isle of Levant, The..... Misc.
- It Happened to Jane..... A1 Col.
- It Started With A Kiss..... MGM
- It, the Terror from Beyond Space. A1 UA
- It's Never Too Late..... For.



**J**

• Jailbreakers, The..... A1 AI  
 • Jayhawkers, The..... A1 Par.  
 • John Paul Jones..... A1 WB  
 Johnny Dark—RE..... A1 U-I  
 Johnny Rocco..... A1 AA  
 Jonas..... A3 For.  
 Journey, The..... A3 MGM  
 Joy Ride..... A2 AA  
 Juke Box Rhythm..... A1 Col.

**K**

Kill Her Gently..... A2 Col.  
 • Killers of Kilimanjaro..... Col.  
 • King of the Wild Stallions, The... A1 AA  
 Kings Go Forth..... A2 UA

**L**

La Parisienne..... B UA  
 Land of the Pharaohs—Re..... B WB  
 • Last Angry Man, The..... Col.  
 Last Biltzkrieg..... A2 Col.  
 Last Hurrah, The..... A2 Col.  
 Last Mile, The..... B UA  
 Last of the Fast Guns..... A1 UI  
 Last Train From Gun Hill..... A2 Par.  
 • Last Voyage, The..... MGM  
 Law and Disorder..... For.  
 Law Is The Law, The..... A2 For.  
 • Leech, The..... Col.  
 • Legend of Tom Dooley, The..... Col.  
 Legion of the Doomed..... A2 AA  
 Liane, Jungle Goddess..... C For.  
 • Libel..... MGM  
 Life Begins at 17..... A3 Col.  
 Light Touch, The..... A1 U-I  
 • Little Rascals Varieties..... AA  
 Little Savage..... A1 Fox  
 Littlest Hobo..... A1 AA  
 Lone Texan..... A2 Fox  
 Lonely Hearts..... A3 UA  
 Lonely Sex, The..... Misc.  
 • Look Back In Anger..... WB  
 Lost, Lonely and Vicious..... Misc.  
 Lost Missile, The..... A1 UA  
 Love Is My Profession..... For.  
 Love Story, A..... For.  
 Lovers and Thieves..... For.  
 Lovers of Paris..... C For.  
 Lucky Tim..... For.

**M**

Machete..... A3 UA  
 Machine Gun Kelly..... B AI  
 Mad Little Island..... For.  
 • Magic Flame, A..... Col.  
 • Man On A String..... Col.  
 • Man Who Understood Women, The..... Fox  
 Man in the Net..... UA  
 Man in the Saddle—RE..... A2 Col.  
 Man Inside, The..... A3 Col.  
 Man In the Raincoat..... B For.  
 Man of the West..... B UA  
 • Man Who Could Cheat Death, The..... A3 Par.  
 Man Without a Star—RE..... B U-I  
 Mardi Gras..... A2 Fox  
 Mark of Zorro, The—RE..... A2 Fox  
 Matchmaker, The..... A1 Par.  
 Mating Game, The..... A3 MGM  
 Me and the Colonel..... A3 Col.  
 Menace in the Night..... UA  
 Middle of the Night..... B Col.  
 Milkmaid, The..... For.  
 • Miracle, The..... WB  
 Miracle of St. Theresa..... A1 For.  
 Mirror Has Two Faces, The..... For.  
 Missile to the Moon..... B Misc.  
 Mississippi Gambler, The—RE..... B U-I  
 Mistress, The..... A3 For.  
 Money, Women and Guns..... A1 UI  
 Monster on the Campus..... A3 UI  
 Monpti..... For.  
 • Mouse That Roared, The..... Col.  
 Mugger, The..... A3 UA  
 • Mummy, The..... U-I  
 Murder By Contract..... A3 Col.  
 Murder Reported..... A2 Col.  
 Mustang..... UA  
 My Name Is Toxie..... For.  
 My Uncle..... A1 For.  
 My World Dies Screaming..... Misc.  
 Mysterians, The..... A1 MGM

**N**

Naked and the Dead..... A2 WB  
 Naked Earth..... A3 Fox  
 Naked Maja, The..... A3 UA  
 Never Love a Stranger..... A3 AA  
 • Never So Few..... MGM  
 Never Steal Anything Small..... A3 UI  
 New Orleans after Dark..... A2 AA  
 Nice Little Bank That Should Be Robbed, A..... A2 Fox  
 Night Heaven Fell, The..... C For.  
 Night of the Blood Beast..... B AI  
 Night of the Quarter Moon..... B MGM  
 Night to Remember, A..... A1 For.  
 Nine Lives..... A1 For.  
 No Name on the Bullet..... A3 UI  
 No Place To Land..... Misc.  
 No Sun In Venice..... B For.  
 • North by Northwest..... MGM  
 Nowhere To Go..... A2 MGM  
 Nun's Story, The..... A2 WB

**O**

• Odds Against Tomorrow..... UA  
 • On the Beach..... UA  
 On the Waterfront—Re..... A2 Col.  
 • Once More With Feeling..... Col.  
 Once Upon a Horse..... A2 UI

909 **REMARKABLE MR. PENNYPACKER, THE**—88m.—(CS; DC)—Clifton Webb, Dorothy McGuire—4554 (1-28-59)—Enter taining, impudent comedy

842 **ROOTS OF HEAVEN, THE**—MD-124m.—(CS; DC)—Errol Flynn, Juliette Greco, Trevor Howard—4527 (10-29-58)—Off-beat entry merits attention

820 **RX MURDER**—85m.—(CS)—Rick Jason, Lisa Gastoni—4494 (7-23-58)—For the lower half—England

912 **SAD HORSE, THE**—D-78m.—(CS; DC)—David Ladd, Patrice Wynmore—4570 (3-25-59)—Good programmer

902 **SHERIFF OF FRACTURED JAW**—C-103m.—CCS; DC)—Kenneth More, Jayne Mansfield—4535 (11-26-58)—Amusing comedy—England

829 **SIERRA BARON**—W-80m.—(CS-DC)—Brian Keith, Rita Gam—4487 (7-9-58)—Good western for the program

903 **SMILEY GETS A GUN**—MD-89m.—(CS; DC)—Keith Calvert, Chipe Rafferty—4554 (1-28-59)—Pleasant programmer for juvenile and family trade—Australia

910 **SOUND AND THE FURY, THE**—D-115m.—(CS; DC)—Yul Brynner, Joanne Woodward—4566 (3-11-59)—Interesting entertainment

822 **SPACE MASTER X-7**—MD-70m.—(RS)—Bill Williams, Lyn Thomas—4494 (7-23-58)—Satisfactory science fiction programmer

870 **STREETCAR NAMED DESIRE, A**—MD-122m.—(RE)—Vivien Leigh, Marlon Brando—4518 (10-1-58)—Vivid picturization of stage play is packed with selling angles

906 **THESE THOUSAND HILLS**—W-96m.—(CS; DC)—Don Murray, Lee Remick—4554 (1-28-59)—Good western

834 **VILLA**—MD-72m.—(CS; DC)—Rodolfo Hoyos, Brian Keith, Margia Dean—4514 (9-17-58)—Action yarn for the program

914 **WARLOCK**—W-121m.—(CS; DC)—Richard Widmark, Dorothy Malone—4574 (4-8-59)—Excellent name-packed entertainment

826 **WOLF DOG**—MD-61m.—(RS)—Jim Davis, Allison Hayes—4498 (8-6-58)—Lower half filler

917 **WOMAN OBSESSED**—D-103m.—(CS; DC)—Susan Hayward, Stephen Boyd—4594 (6-3-59)—Interesting drama with most appeal for women

## COMING FEATURES IN ORDER OF RELEASE

June **MAN WHO UNDERSTOOD WOMEN, THE**—(CS; DC)—Leslie Caron, Henry Fonda

June **SAY ONE FOR ME**—(CS; DC)—Bing Crosby, Debbie Reynolds

July **HOLIDAY FOR LOVERS**—(CS; DC)—Clifton Webb, Jane Wyman

July **SON OF ROBIN HOOD, THE**—(CS; DC)—Al Hedison, June Laverick—England

July **SOUTH PACIFIC**—(CS; DC)—Rossano Brazzi, Mitzi Gaynor

## COMING

**ALLIGATOR PEOPLE, THE**—Lon Chaney, Beverly Garland

**BEST OF EVERYTHING, THE**—(CS; DC)—Joan Crawford, Stephen Boyd, James Mason, Hope Lange

**BLUE ANGEL, THE**—(CS; DC)—Curt Jurgens, May Britt

**BLUE DENIM**—(CS)—Carol Lynley, Brandon De Wilde

**PRIVATE'S AFFAIR, A**—(CS; DC)—Sal Mineo, Christine Carere

**RETURN OF THE FLY, THE**—Vincent Price, Danielle DeMetz

## UNITED ARTISTS

## DISTRIBUTED DURING THE PAST 12 MONTHS

**ALIAS JESSE JAMES**—C-92m.—(DC)—Bob Hope, Rhonda Fleming—4570 (3-25-59)—Amusing Hope entry—Hope

**ANNA LUCASTA**—D-97m.—Eartha Kitt, Sammy Davis, Jr.—4535 (11-26-58)—Filmization of stage play needs special attention—Longridge

**BIG COUNTRY, THE**—W-166m.—(TE; TC)—Gregory Peck, Jean Simmons—4502 (8-20-58)—Super western is big in all departments

**CHINA DOLL**—D-88m.—Victor Mature, Li Li Hua—4499 (8-6-58)—Interesting love story against war background—Batjao

**COP HATER**—MD-76m.—Robert Loggia, Ellen Parker—4503 (8-20-58)—Good crime meller for program

**CURSE OF THE FACELESS MAN**—MD-86m.—Richard Anderson, Elaine Edwards—4507 (9-3-58)—Horror item for lower half—Vogue

**DEFIANT ONES, THE**—D-97m.—Tony Curtis, Sidney Poitier—4499 (8-6-58)—Powerful, deeply moving drama

**ESCORT WEST**—W-75m.—(CS)—Victor Mature, Elaine Stewart—4555 (1-28-59)—Interesting action yarn—Batjao

**FEARMAKERS, THE**—D-83m.—Dana Andrews, Marilee Earle—4518 (10-1-58)—Programmer has angles—Pacemakers

**FOUR SKULLS OF JONATHAN DRAKE, THE**—MD-70m.—Eduard Franz, Valerie French—4586 (5-20-59)—Horror item for the program

**GUNS, GIRLS AND GANGSTERS**—MD-70m.—Mamie Van Doren, Gerald Mohr—4547 (12-24-58)—Satisfactory program—crime meller—Imperial

**GUN RUNNERS, THE**—MD-83m.—Audie Murphy, Patricia Owens—4514 (9-17-58)—Interesting action entry

**GUNFIGHT AT DODGE CITY, THE**—W-81m.—(CS; DC)—Joel McCrea, Julie Adams—4585 (5-20-59)—Good Western—Mirisch

**GREAT ST. LOUIS BANK ROBBERY, THE**—MD-86m.—Steve McQueen, Molly McCarthy—4558 (2-11-59)—Mediocre meller for duallers—Guggenheim Associates

**HOLE IN THE HEAD, A**—C-120m.—(Panavision; DC)—Frank Sinatra, Eleanor Parker—4586 (5-20-59)—Superior entertainment—Sincap

**HONG KONG CONFIDENTIAL**—MD-67m.—Gene Barry, Beverly Tyler—4518 (10-1-58)—For lower half—Vogue

**HORSE'S MOUTH, THE**—C-96m.—(TC)—Alec Guinness, Kay Walsh—4530 (11-12-58)—For the art spots—Lopert—England

**I BURY THE LIVING**—MD-76m.—Richard Boone, Peggy Maurer—4488 (7-9-58)—Okay horror item for lower half—Maxim

**INVISIBLE INVADERS, THE**—MD-67m.—John Agar, Jean Byron—4586 (5-20-59)—Fair science fiction

**IT—THE TERROR FROM BEYOND SPACE**—MD-68m.—Marshall Thompson, Shawn Smith—4507 (9-3-58)—Fair science fiction on TV—Vogue

**I WANT TO LIVE**—D-120m.—Susan Hayward, Simon Oakland—4527 (10-29-58)—Grim, powerful drama—Figaro

**KINGS GO FORTH**—D-109m.—Frank Sinatra, Tony Curtis, Natalie Wood—4483 (6-25-58)—High rating drama of love and war—Ross

**LAST MILE, THE**—D-81m.—Mickey Rooney, Clifford David—4549 (1-14-59)—Well-made prison yarn—Rosenberg-Subotsky

**LA PARISIENNE**—C-85m.—(TC)—Brigitte Bardot, Charles Boyer—4494 (7-23-58)—Another Bardot bombshell—(French-made; dubbed in English or titles)—Lopert

**LONELYHEARTS**—D-108m.—Montgomery Clift, Robert Ryan, Myrna Loy—4542 (12-10-58)—Absorbing, off-beat drama—Schary

**LOST MISSILE, THE**—D-70m.—Robert Loggia, Ellen Parker—4535 (11-26-58)—Good science programmer—Berke

**MACHETE**—MD-75m.—Marl Blanchard, Albert Dekker—4542 (12-10-58)—Strictly for the lower half—Odell

**MAN IN THE NET, THE**—MD-96m.—Alan Ladd, Carolyn Jones—4578 (4-22-59)—Sell the Ladd name—Mirisch-Jaguar

**MAN OF THE WEST**—W-100m.—(CS; DC)—Gary Cooper, Julie London—4515 (9-17-58)—Good adult western—Ashton

**MENACE IN THE NIGHT, THE**—MD-78m.—Griffith Jones, Lisa Gastoni—4518 (10-1-58)—For the lower half—Leeds—England

**MUGGER, THE**—MD-74m.—Kent Smith, Nan Martin—4522 (10-15-58)—Okay adult programmer—Barblzon

**MUSTANG**—W-73m.—Jack Beutel, Madalyn Trahey—4570 (3-25-59)—Amateurish lower half filler—Arnell

**NAKED MAJA, THE**—D-111m.—(TE; TC)—Ava Gardner, Anthony Franciosa—4570 (3-25-59)—Large scale costume spectacle has possibilities—Titanus

**PORK CHOP HILL**—MD-97m.—Gregory Peck, Harry Guardino—4581 (5-6-59)—Hard-hitting war film—Melville

**RIOT IN JUVENILE PRISON**—MD-71m.—Jerome Thor, Marcia Henderson—4578 (4-22-59)—For the lower half—Vogue

**SEPARATE TABLES**—D-98m.—Rita Hayworth, Deborah Kerr, David Niven—4543 (12-10-58)—Interesting drama has high potential—Hecht-Hill-Lancaster

**SHAKE HANDS WITH THE DEVIL**—MD-110m.—James Cagney, Dana Wynter—4586 (5-20-59)—Fascinating action meller of Irish rebellion—Pennebaker

**SOME LIKE IT HOT**—C-120m.—Marilyn Monroe, Tony Curtis—4562 (2-25-59)—A riot of fun and femmes—Mirisch

**TERROR IN A TEXAS TOWN**—W-80m.—Sterling Hayden, Ann Verela—4507 (9-3-58)—For the lower half—Seltzer

**TEN DAYS TO TULARA**—MD-77m.—Sterling Hayden, Grace Raynor—4527 (10-29-58)—Filler for the lower half—Sherman

**WINK OF AN EYE**—CD-72m.—Jonathan Kidd, Doris Dowling—4483 (6-25-58)—Program filler—Ivar

## COMING FEATURES IN ORDER OF RELEASE

April **TEN SECONDS TO HELL**—Jeff Chandler, Martine Carol—Seven Arts-Hammer

May **DEVIL'S DISCIPLE, THE**—Laurence Olivier, Kirk Douglas—Hecht, Hill, Lancaster

June **HORSE SOLDIERS, THE**—(DC)—John Wayne, William Holden—Mahin-Rackin—Mirisch

June **HOUD OF THE BASKERVILLES**—(C)—Peter Cushing—(Hammer)

## COMING

**ANNIVERSARY WALTZ**—David Niven, Mitzi Gaynor—Fields

**CAST A LONG SHADOW**—Audie Murphy—Mirisch

**COUNTERPLOT**—Forrest Tucker, Allison Hayes—Odell

**CRY TOUGH**—John Saxson, Linda Crletal—Hecht, Hill, Lancaster

**DAY OF THE OUTLAW**—Robert Ryan, Burl Ives, Tina Louise—Security

**GALLANT HOURS, THE**—James Cagney, Dennis Weaver—Cagney-Montgomery

**GUNFIGHTERS OF ABILENE**—Buster Crabbe, Judith Ames—Vogue

**HAVANA STORY, THE**—Cameron Mitchell, Allison Hayes—Premium

**ON THE BEACH**—Gregory Peck, Ava Gardner—Kramer

**ODDS AGAINST TOMORROW**—Harry Belafonte, Shelley Winters—Harbel

**OPERATION MURDER**—Tom Conway, Sandra Dorne—Danziger

**RABBIT TRAP, THE**—Ernest Borgnine, David Brian—Hecht, Hill, Lancaster

**SOLOMON AND SHEBA**—(TE-TC)—Yul Brynner, Gina Lollobrigida—Small

**SUMMER OF THE SEVENTEENTH DOLL, THE**—Ernest Borgnine, Anne Baxter—Hecht-Hill-Lancaster

**TAKE A GIANT STEP**—Johnny Nash, Estelle Hemsley-Hecht, Hill, Lancaster

**TIMBUKTO**—Victor Mature, Yvonne De Carlo—Imperial

**UNFORGIVEN, THE**—Burt Lancaster, Audrey Hepburn—Hecht, Hill, Lancaster

**WOMAN AND THE PUPPET, THE**—Brigitte Bardot—Gray-Pathé

**WONDERFUL COUNTRY, THE**—(CS; TC)—Robert Mitchum, Julie London—MPL



UNIVERSAL-INTERNATIONAL

DISTRIBUTED DURING THE PAST 12 MONTHS

5907 APPOINTMENT WITH A SHADOW—MD-73m.—(CS)—George Nader, Joanna Moore—4507 (9-3-58)—Program meller

5904 BEND OF THE RIVER—MD-91m.—(RE)—James Stewart, Julia Adams—4507 (9-3-58)—Good outdoor show

5901 BLOOD OF THE VAMPIRE—MD-87m.—(EC)—Donald Wolfitt, Barbara Shelley—4522 (10-15-58)—Horror on a grand scale—England

5920 FLOODS OF FEAR—MD-82m.—Howard Keel, Anne Haywood—4579 (4-22-59)—Interesting, suspenseful programmer—England

5921 IMITATION OF LIFE—D-124m.—(EC)—Lana Turner, John Gavin—4558 (2-11-59)—High rating drama.

5832 JOHNNY DARK—MD-85m.—(TC)—Tony Curtis, Piper Laurie—4582 (5-6-59)—Names should help standard auto racing film—RE

5903 LAST OF THE FAST GUNS, THE—W-82m.—(CS-EC)—Jock Mahoney, Linda Cristal—4488 (7-9-58)—Good program western

5922 LIGHT TOUCH, THE—CD-85m.—(TC)—Jack Hawkins, Margaret Johnston—4562 (2-25-59)—Superior Import—England

MAN WITHOUT A STAR—W-89m.—(TC)—Kirk Douglas, Jeanne Crain—4582 (5-6-59)—Off-beat outdoor action entry has the angles—RE.

5909 MISSISSIPPI GAMBLER, THE—MD-98½m.—(RE)—Tyrone Powe, Piper Laurie—4510 (9-3-58)—Names should help

5913 MONEY, WOMEN AND GUNS—W-80m.—(CS; EC)—Jock Mahoney, Kim Hunter, Tim Hovey—4527 (10-29-58)—Lower half entry

5902 MONSTER ON THE CAMPUS—MD-76m.—Arthur Franz, Joanna Moore—4522 (10-15-58)—Good horror show

5916 NEVER STEAL ANYTHING SMALL—C-94m.—(CS; EC)—James Cagney, Shirley Jones—4555 (1-28-59)—Entertaining comedy

5915 NO NAME ON THE BULLET—W-77m.—(CS; EC)—Audie Murphy, Joan Evans—4555 (1-28-59)—Good western

5937 ONCE UPON A HORSE—C-85m.—(CS)—Dan Rowan, Dick Martin, Martha Hyer—4503 (8-20-58)—Western satire for program

5911 PERFECT FURLOUGH, THE—C-93m.—(CS; EC)—Tony Curtis, Janet Leigh—4522 (10-15-58)—Highly amusing comedy

5836 RAW WIND IN EDEN—D-90m.—(CS; EC)—Esther Williams, Jeff Chandler—4499 (8-6-58)—Off-beat attraction has angles

5836 RIDE A CROOKED TRAIL—W-87m.—(CS; EC)—Audie Murphy, Gloria Scala—4494 (7-23-58)—Good western

5806 RESTLESS YEARS, THE—D-86m.—(CS)—John Saxon, Sandra Dee—4528 (10-29-58)—Interesting, touching program

5839 SAGA OF HEMP BROWN, THE—W-80m.—(CS; EC)—Rory Calhoun, Beverly Garland—4510 (9-3-58)—Good western for the program

5912 SILENT ENEMY, THE—MD-92m.—Laurence Harvey, Dawn Addams—4530 (11-12-58)—Exciting tale of Frogmen in action—England

5917 STEP DOWN TO TERROR—D-75m.—Charles Drake, Colleen Miller—4515 (9-17-58)—Suspense for the program

5914 STRANGER IN MY ARMS—D-88m.—(CS)—June Allyson, Jeff Chandler—4550 (1-14-59)—Drama has saleable angles, potent names

5925 THIS EARTH IS MINE—D-125m.—(CS; TC)—Rock Hudson, Jean Simmons—4579 (4-22-59)—Named packed, interesting drama

5833 TWILIGHT FOR THE GODS—D-120m.—(EC)—Rock Hudson, Cyd Charisse—4488 (7-9-58)—Best seller has good potential

5910 UP FRONT—C-91m.—(RE)—David Wayne, Tom Ewell, Martina Bertl—4510 (9-3-58)—Good war comedy

5919 WILD AND THE INNOCENT, THE—MD-84m.—(CS; EC)—Audie Murphy, Joanne Dru—4566 (3-11-59)—Interesting program entry

5834 WILD HERITAGE—MD-78m.—(CS-EC)—Will Rogers, Jr., Maureen O'Sullivan—4488 (7-9-58)—Good programmer

5905 WORLD IN HIS ARMS, THE—MD-104m.—(RE)—Gregory Peck, Ann Blyth—4510 (9-3-58)—Name-packed action show

COMING FEATURES IN ORDER OF RELEASE

June MUMMY, THE—(C)—Peter Cushing

June CURSE OF THE UNDEAD—Eric Fleming

COMING

ANY WAY THE WIND BLOWS—(CS; C)—Rock Hudson, Doris Day

BORN TO BE LOVED—Hugo Haas, Carol Morris

LEECH, THE—Colleen Gray, Grant Williams

OPERATION PETTICOAT—(C)—Cary Grant, Tony Curtis, Joan O'Brien

SPARTACUS—(TE)—Kirk Douglas, Laurence Olivier

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

808 AUNTIE MAME—C-143m.—(TE; TC)—Rosalind Russell, Forrest Tucker—4543 (12-10-58)—Highly humorous entertainment

816 BORN RECKLESS—CD-79m.—Mamie Van Doren, Jeff Richards—4574 (4-8-59)—Fair programmer

802 DAMN YANKEES—MUC-110m.—(TC)—Tab Hunter, Gwen Verdon—4515 (9-17-58)—Amusing comedy has lots of angles

806 ENCHANTED ISLAND—MD-94m.—(TC)—Dana Andrews, Jane Powell—4530 (11-12-58)—Interesting version of well-known literary work—RKO

806 FROM THE EARTH TO THE MOON—D-100m.—(TC)—Joseph Cotton, Debra Paget—4531 (11-12-58)—Interesting science fiction

819 GIGANTIS, THE FIRE MONSTER—MD-78m.—Japanese cast—4594 (6-3-59)—Minor science fiction for program—Dubbed in English—Japanese made

810 HANGING TREE, THE—W-106m.—(TC)—Gary Cooper, Marla Schell—4555 (1-28-59)—Good, big scale western

811 HELEN OF TROY—D-114m.—(CS; WC)—Rosanna Podesta, Jack Sernas—4562 (2-25-59)—Spectacle will need plenty of selling—Reissue—Made in Italy

822 HERCULES—D-107m.—(Dyaliscope; EC)—Steve Reeves, Sylva Koscina—4587 (5-20-59)—Highly entertaining spectacle—Italy

807 HOME BEFORE DARK—D-136m.—Jean Simmons, Dan O'Herlihy—4523 (10-15-58)—Highly interesting drama

726 INDISCREET—C-100m.—(TC)—Cary Grant, Ingrid Bergman—4483 (6-25-58)—Highly entertaining entry

817 ISLAND OF LOST WOMEN—D-71m.—Jeff Richards, Venetia Stevenson—4579 (4-22-59)—For the supporting slot

812 LAND OF THE PHAROHS—D-106m.—(CS; WC)—Jack Hawkins, Joan Collins—4562 (2-25-59)—Highly interesting story of pyramid building in Egypt—Reissue—English-made

727 NAKED AND THE DEAD, THE—MD-131m.—(WS-TC)—Aldo Ray, Cliff Robertson—4489 (7-9-58)—High rating war film

821 NUN'S STORY, THE—D-149m.—(TC)—Audrey Hepburn, Peter Finch—4582 (5-6-59)—Unusual entry

804 ONIONHEAD—CD-110m.—Andy Griffith, Felicia Farr—4518 (10-1-58)—Entertaining service yarn

813 RIO BRAVO—W-141m.—(TC)—John Wayne, Angie Dickinson—4559 (2-11-59)—Super western is highly entertaining

814 STAR IS BORN, A—D-154m.—(CS; TC)—Judy Garland, James Mason—4574 (4-8-59)—High rating—Reissue

820 TEENAGERS FROM OUTER SPACE—MD-85m.—David Love, Dawn Anderson—4595 (6-3-59)—For the lower half

809 UP PERISCOPE—MD-111m.—(WS; TC)—James Garner, Andre Martin—4559 (2-11-59)—Lengthy submarine yarn of average interest

815 WESTBOUND—W-72m.—(WC)—Randolph Scott, Virginia Mayo—4571 (3-25-59)—Good western for program

801 WIND ACROSS THE EVERGLADES—MD-93m.—(TC)—Burl Ives, Gypsy Rose Lee—4510 (9-3-58)—Absorbing and off-beat tale of Florida Everglades

818 YOUNG PHILADELPHIANS, THE—D-136m.—Paul Newman, Barbara Rush—4582 (5-6-59)—Highly interesting, absorbing show

COMING FEATURES IN ORDER OF RELEASE

Aug. JOHN PAUL JONES—(TE; TC)—Robert Stack, Erin O'Brien

COMING

ALL GOD'S CHILDREN—Rita Moreno, Mark Damon

BRAMBLE BUSH, THE—(TC)—Richard Burton, Barbara Rush

CASH McCALL—(TC)—James Garner, Natalie Wood

FBI STORY, THE—(TC)—James Stewart, Vera Miles

GUNS OF THE TIMBERLAND—(TC)—Alan Ladd, Jeanne Crain

LOOK BACK IN ANGER—Richard Burton, Claire Bloom—England

MIRACLE, THE—(TR; TC)—Carroll Baker, Walter Slezak

SUMMER PLACE, A—(TC)—Richard Egan, Dorothy McGuire

YELLOWSTONE KELLY—(TC)—Clint Walker, Andra Martin

FOREIGN

AUSTRIAN

EMBEZZLED HEAVEN—D-88m.—(C)—Annie Rosar—4587 (5-20-59)—Good religious import—Dubbed in English—de Rochemon

ENGLISH

BAD GIRL—D-100m.—Anna Neagle, Sylvia Syms—4574 (4-8-59)—Exploitable program entry—Roach

BLUE MURDER AT ST. TRINIAN'S—C-86m.—Joyce Grenfell, Lionel Jeffries—4486 (7-9-58)—For art spots—Continental

CIRCLE, THE—MD-92m.—John Mills, Noelle Middleton—4571 (3-25-59)—Ordinary Scotland Yard who-done-it—Kassler

CONTRABAND SPAIN—MD-80m.—(EC)—Richard Greene, nouk—4510 (9-3-58)—Smuggling meller—Stratford

COSMIC MONSTERS, THE—MD-75m.—Forrest Tucker, Gaby Andre—4559 (2-11-59)—Lower half science fiction entry

CRAWLING EYE, THE—MD-85m.—Forrest Tucker, Janet Munro—4559 (2-11-59)—Okay science fiction thriller

CRY FROM THE STREETS, A—D-99m.—Max Bygraves, Barbara Murray—4566 (3-11-59)—Interesting drama about homeless youngsters—Tudor

DANGEROUS EXILE—MD-90m.—(VV; EC)—Louis Jourdan, Belinda Lee—4519 (10-1-58)—Interesting period entry—Rank

GYPSY AND THE GENTLEMAN, THE—D-89m.—(EC)—Melina Mercouri, Keith Mitchell—4550 (1-14-59)—Fair Import—Rank

HAPPY IS THE BRIDE—C-84m.—Ian Carmichael, Janette Scott—4550 (1-14-59)—Excellent English comedy—Kassler

IT'S NEVER TOO LATE—C-95m.—(EC)—Phyllis Calvert—4490 (7-9-58)—Light weight English domestic comedy—Stratford

I WAS MONTY'S DOUBLE—D-100m.—M. E. Clifton James, John Mills—4562 (2-25-59)—Entertaining, different import

LAW AND DISORDER—C-76m.—Michael Redgrave, Robert Morley—4537 (11-26-58)—Delightful English farce—Continental

LUCKY JIM—C-95m.—Ian Carmichael, Jean Anderson—4519 (10-1-58)—Highly amusing art house entry—Kingsley-Int.

MAD LITTLE ISLAND—C-94m.—(EC)—Jeannie Carson, Donald Sinden—4551 (1-14-59)—Amusing entry for art and specialty spots—Rank

NIGHT TO REMEMBER, A—D-123m.—Kenneth More, Jill Dixon—4547 (12-24-58)—High rating reenactment of sea tragedy—Rank

One-Eyed Jacks..... Par.

Onionhead..... B WB

Operations Dames..... A3 A-I

Operation Murder..... UA

Operation Petticoat..... U-I

Our Man In Havana..... Col.

P

Pagans, The..... A3 AA

Pathe Panchall..... A1 For.

Paratrooper Command..... A3 A1

Party Crashers, The..... A2 Par.

Party Girl..... B MGM

Perfect Furlough, The..... B UI

Peter Pan—RE..... A1 Miso.

Place in the Sun, A—RE..... A2 Par.

Plan 9 From Outer Space..... Misc.

Poor but Beautiful..... B For.

Porgy and Bess..... Col.

Pork Chop Hill..... A1 UA

Premier May..... A2 For.

Private's Affair, A..... Fox

Q

Queen of Outer Space..... B AA

Question of Adultery..... C For.

R

Rabbit Trap, The..... UA

Rally Round the Flag, Boys..... B Fox

Raw Wind in Eden..... A3 UI

Reaching for the Stars..... For.

Rebel Set, The..... AA

Reluctant Debutante, The..... A2 MGM

Remarkable Mr. Pennypacker, The..... A3 Fox

Restless Years, The..... A2 U-I

Return Of The Fly, The..... B Fox

Revenge of Frankenstein, The..... A2 Col.

Revolt In The Big House..... A2 AA

Ride a Crooked Trail..... A2 UI

Ride Lonesome..... A1 Col.

Rim of the Canyon..... Col.

Rio Bravo..... A3 WB

Riot in Cell Block 11..... A2 AA

Riot in Juvenile Prison..... B UA

Road Racers..... B A-I

Room At the Top..... B For.

Rooney..... A1 For.

Roots, The..... For.

Roots of Heaven, The..... A3 Fox

RX Murder..... A3 Fox

S

Sad Horse, The..... A1 Fox

Saga of Hemp Brown, The..... A1 UI

Santa Fe—RE..... A1 Col.

Say One For Me..... Fox

Scapegoat, The..... MGM

Screaming Skull..... A2 AI

Secret Place..... For.

Senchal, The Magnificent..... A3 For.

Senior Prom..... A2 Col.

Separate Tables..... A3 UA

Seventh Voyage of Sinbad, The..... A1 Col.

Shaggy Dog, The..... A1 Miso.

Shake Hands With the Devil..... A2 UA

Shameless Sex, The..... For.

Shane—RE..... A2 Par.

Sheba and the Gladiator..... AI

She Gods of Shark Reef..... A3 AI

She Played with Fire..... A2 Col.

Sheriff Of Fractured Jaw..... A2 Fox

Sierra Baron..... A1 Fox

Silent Enemy, The..... A1 UI

Sinners of Paris..... For.

Sins Of Rose Bernd, The..... For.

Sleeping Beauty..... A1 Miso.

Smiley Gets A Gun..... A1 Fox

Snowfire..... A1 AA

Solomon and Sheba..... UA

Some Came Running..... B MGM

Some Like It Hot..... B UA

Son of Robin Hood, The..... A1 Fox

Sound and the Fury, The..... A3 Fox

South Pacific..... A3 Fox

South Seas Adventure..... A1 Miso.

Space Master K-7..... A2 Fox

Spartacus..... U-I

Speed Crazy..... A3 UA

Spider, The..... A2 AI



Spy In the Sky ..... A1 AA  
 Stalag 17—Re..... A2 Par.  
 Star Is Born, A—RE..... B WB  
 Step Down to Terror..... A2 UI  
 Stranger in My Arms, A..... A2 UI  
 Street Car Named Desire, A—RE..... B Fox  
 Submarine Seahawk..... A1 AI  
 •Suddenly Last Summer..... Col.  
 •Summer of the Seventeenth Doll,  
 The..... UA  
 •Summer Place, A..... WB  
 •Surrender Hell..... AA

## T

•Take A Giant Step..... UA  
 Tale of Two Cities, A..... A1 For.  
 Tank Battalion..... B AI  
 Tank Commandoes..... A3 AI  
 Tank Force..... A1 Col.  
 Tarawa Beachhead..... A2 Col.  
 •Tarzan, The Ape Man..... MGM  
 •Tarzan's Greatest Adventure..... Par.  
 Tarzan's Fight for Life..... A1 MGM  
 Teenage Caveman..... A2 AI  
 Teenagers from Outer Space..... A2 WB  
 Tempest..... A1 Par.  
 Ten Days to Tulsa..... A1 UA  
 •Ten Seconds to Hell..... UA  
 Terror In A Texas Town..... A2 UA  
 Terror from the Year 5000..... A2 AI  
 •That Kind of Woman..... Par.  
 There's Always a Price Tag..... For.  
 These Thousand Hills..... A3 Fox  
 •They Came to Cordura..... Col.  
 Third Sex, The..... C For.  
 •30 Ft. Bride of Candy Rock..... Col.  
 This Earth Is Mine..... A3 UI  
 •Thousand and One Arabian  
 Nights..... Col.  
 Three Strange Loves..... For.  
 Thunder In The Sun..... A2 Par.  
 Tia Juana After Midnight..... Misc.  
 •Timbuktu..... UA  
 •Time Machine, The..... MGM  
 Time of Desire, The..... For.  
 •Tingler, The..... Col.  
 Tokyo After Dark..... A2 Par.  
 Tom Thumb..... A1 MGM  
 Tonka..... A1 Misc.  
 Too Many Crooks..... For.  
 Torpedo Run..... A1 MGM  
 Tosca..... For.  
 •Touch of Larceny..... Par.  
 Trap, The..... A2 Par.  
 Truth About Women, The..... For.  
 Tunnel of Love, The..... B MGM  
 Twilight for the Gods..... A3 UI  
 Two Headed Spy..... A2 Col.

## U

Uncle Tom's Cabin—RE..... Misc.  
 •Unforgiven, The..... UA  
 Unwed Mother..... A3 AA  
 Up Front—RE..... A1 U-I  
 Up Periscope..... A1 WB  
 Up the Creek..... For.

## V

Verboten..... A2 Col.  
 Vicious Breed, The..... A2 Fox  
 Villa..... Par.  
 •Visit to a Small Planet, A.....

## W

War of the Colossal Beast..... A2 AI  
 Warlock..... A2 Fox  
 Watousk..... A1 MGM  
 What Price Murder..... B For.  
 Westbound..... A1 WB  
 When Hell Broke Loose..... A2 Par.  
 White Wilderness..... A1 Misc.  
 Whole Truth, The..... A2 Col.  
 Wild and the Innocent..... A2 U-I  
 Wild Fruit..... For.  
 Wild Heritage..... A1 UI  
 Wind Across the Everglades..... B WB  
 Windom's Way..... A2 For.  
 Wink of an Eye..... A2 UA  
 Witches of Salem..... A3 For.  
 Wolf Dog..... A1 Fox  
 Wolf Larsen..... A3 AA  
 •Woman and The Puppet, The..... UA  
 •Woman Eater, The..... A2 Col.  
 Woman Obsessed..... UA  
 •Wonderful Country, The..... A1 U-I  
 World In His Arms, The—RE..... A1  
 World, the Flesh and the  
 Devil, The..... A2 MGM  
 •Wreck of the Mary Deare, The..... MGM

## Y

•Yellowstone Kelly..... WB  
 •Yesterday's Enemy..... Col.  
 Yhe, The Sorcerer's Village..... Misc.  
 Young Captives, The..... B Par.  
 Young Land, The..... A1 Col.  
 Young Philadelphians, The..... A3 WB  
 Your Past Is Showing..... A2 For.

QUESTION OF ADULTERY, A—D-84m.—Julie London, Anthony Steel—4560 (2-11-59)—Has exploitation possibilities—NTA  
 ROOM AT THE TOP—D-117m.—Laurence Harvey, Simone Signoret—4575 (4-8-59)—Excellent adult love story—Continental  
 ROONEY—C-88m.—John Gregson—4486 (7-9-58)—Good art house entry—Rank  
 SECRET PLACE, THE—MD-81m.—Michael Brooke, Belinda Lee—4486 (7-9-58)—Fair program—Rank  
 TALE OF TWO CITIES, A—D-117m.—Dirk Bogarde, Dorothy Tutin—4511 (9-3-58)—Dickens classic for art spots—Rank  
 TOO MANY CROOKS—C-87m.—Terry Thomas, George Cole—4583 (5-6-59)—Amusing comedy—Lopert  
 TRUTH ABOUT WOMEN, THE—CD-100m.—(EC)—Laurence Harvey, Julie Harris—4563 (2-25-59)—Satire has names to help—  
 Continental  
 UP THE CREEK—C-83m.—David Tomlinson, Peter Sellers—4538 (11-26-58)—Amusing Import—Dominant  
 WINDOM'S WAY—MD-108m.—(EC)—Peter Finch, Mary Ure—4523 (10-15-58)—Interesting meller from abroad—Rank  
 YOUR PAST IS SHOWING—C-87m.—Dennis Price, Peggy Mount—4511 (9-3-58)—Cute wacky comedy—Rank

## FINNISH

MILKMAID, THE—D-70m.—Anneli Sauli—4563 (2-25-59)—For art spots—Titles—Joseph Brenner

## FRENCH

CASE OF DR. LAURENT, THE—D-90m.—Jean Gabin—4482 (6-25-58)—Very good, unusual film advocates natural childbirth—  
 Titles and dubbed—Trans-Lux  
 CAT, THE—MD-108m.—Francoise Arnoul—4587 (5-20-59)—Suspenseful French underground meller—Titles—Ellis  
 FIRE UNDER HER SKIN—D-90m.—Giselle Pascal, Raymond Pellegrin—4523 (10-15-58)—Mediocre art house fare—Titles—Unior  
 FLESH AND THE WOMAN—D-102m.—(TC)—Gina Lollobrigida—4489 (7-9-58)—Sell Lollobrigida for best results—Dubbed—  
 Dominant  
 FOLIES BERGERE—MU-90m.—(TC)—Jenmarle, Eddle Constantine—4490 (7-9-58)—Import has angles—Dubbed In English—  
 Films Around The World  
 FORBIDDEN FRUIT—D-97m.—Fernandel—4575 (4-8-59)—Interesting import—Titles—Films Around The World  
 FOXIED GIRL IN PARIS—C-100m.—Martine Carol—4523 (10-15-58)—Cute Import—Titles—Times  
 GIRL IN THE BIKINI, THE—D-76m.—Brigitte Bardot—4550 (1-14-59)—Bardot strikes again—Titles—Atlantis  
 GIRLS OF THE NIGHT—D-114m.—Georges Marchal—4587 (5-20-59)—Fair import—Titles—Continental  
 GRAND MANEUVER, THE—C-107m.—(EC)—Michele Morgan, Gerard Philippe—4495 (7-23-58)—Light weight Gallic love spoof—  
 Titles—UMPO  
 GRI GRI—TRAVEL-62m.—United National Museum Of Man expedition—4571 (3-25-59)—African rites for the lower half—English  
 narration—Brenner  
 HEROES AND SINNERS—D-101m.—Curt Jurgens, Maria Felix—4571 (3-25-59)—Highly interesting, exploitable import—Dubbed  
 in English—Janus  
 HE WHO MUST DIE—D-122m.—(CS)—Pierre Vaneck, Melina Mercouri—4590 (5-20-59)—Absorbing import is good bet for art and  
 specialty spots—Titles—Kassler  
 INSPECTOR MAIGRET—MD-110m.—Jean Gabin—4519 (10-1-58)—Highly interesting mystery—Titles—Lopert  
 LAW IS THE LAW, THE—C-103m.—Fernandel, Toto—(5-6-59)—Cute, amusing import—Titles—Continental  
 LOVE IS MY PROFESSION—D-111m.—Brigitte Bardot, Jean Gabin—4590 (5-20-59)—Bardot loves again—Titles—Kingsley-Int  
 LOVERS OF PARIS—CD-115m.—Gerard Philipe, Danielle Darrieux—4563 (2-25-59)—Amusing import—Titles—Continental  
 LOVERS AND THIEVES—CD-81m.—Jean Polret—4511 (9-3-58)—Highly amusing import—Titles—Zenith  
 MAN IN THE RAINCOAT, THE—C-97m.—Fernandel—4516 (9-17-58)—Cute Import for art and specialty spots—Titles—Kingsley  
 MIRACLE OF SAINT THERESE—D-97m.—Frances Descaut—4563 (2-25-59)—Religious drama strictly for art and special  
 houses—Dubbed in English—Ellis  
 MIRROR HAS TWO FACES, THE—D-98m.—Michele Morgan, Bourvil—4590 (5-20-59)—Well-made, interesting import—Titles—  
 Continental  
 MY UNCLE—C-110m.—(EC)—Jacques Tati—4537 (11-26-58)—Highly entertaining import for discriminating audience—English  
 dubbed or titles—Continental  
 NIGHT HEAVEN FELL, THE—D-80m.—(CS; EC)—Brigitte Bardot, Stephen Boyd—4511 (9-3-58)—Bardot drawing power still  
 potent—Titles or dubbed—Kingsley-Int.  
 NO SUN IN VENICE—MD-97m.—(CS; EC)—Francoise Arnoul—4490 (7-9-58)—Has exploitation possibilities—Titles—Kingsley-Int  
 PREMIER MAY—D-89m.—Yves Montand, Yves Noel—4566 (3-11-59)—Good French entry—Titles—Continental  
 SENECHAL, THE MAGNIFICENT—C-78m.—Fernandel, Nadia Gray—4538 (11-26-58)—Funny French farce—Titles—DCA  
 SINNERS OF PARIS—MD-80m.—Charles Vanel—4591 (5-20-59)—Interesting import—Titles—Ellis  
 THERE'S ALWAYS A PRICE TAG—D-102m.—Michele Morgan, Daniel Gelin—4487 (7-9-58)—Slow moving Import—Titles—Rank  
 WHAT PRICE MURDER—D-105m.—Henri Vidal, Mylene Demongeot—4538 (11-26-58)—Good entry for art spots—Titles—UMPC  
 WITCHES OF SALEM—D-140m.—Simone Signoret—4555 (1-28-59)—Excellent Import for art houses—Titles—Kingsley-Int.  
 WILD FRUIT—D-97m.—Estella Blain—4490 (7-9-58)—Slow-moving Import for art houses—Titles—UMPO

## GERMAN

AFFAIRS OF JULIE, THE—C-90m.—(EC)—Lilo Pulver—4543 (12-10-58)—Cute comedy for art spots—English titles—Bakros Int  
 BALLERINA—D-91m.—Elizabeth Mueller—4489 (7-9-58)—For art or German houses—Titles—Baker  
 BIG BARRIER, THE—D-87m.—(C)—Edith Mill, Albert Lleben—4510 (9-3-58)—Exploitable for art houses—Titles—Baker  
 CAPTAIN FROM KOEPENICK, THE—D-93m.—(TC)—Heinz Ruhmann—4523 (10-15-58)—Entertaining import—Titles—DCA  
 CIRCUS OF LOVE—D-93m.—(TC)—Eva Bartok, Curt Jurgens—4515 (9-17-58)—German version of "Carnival" has interest for ar  
 spots—Titles—DCA  
 DEADLY DECISION—D-103m.—O. E. Hasse, Barbara Rutling—4511 (9-3-58)—For German houses—Dominant  
 DREAMING LIPS—D-86m.—Maria Schell, O. W. Fischer—4537 (11-26-58)—Interesting Import for art spots—Titles—DCA  
 FLYING CLASSROOM, THE—C-92m.—Paul Dahlke, Heliane Beie—4489 (7-9-58)—Good comedy for art, German spots—Title  
 —Baker  
 FORBIDDEN PARADISE—NOV-67m.—(EC)—Ingeborg Schoner, Jan Hendriks—4516 (9-17-58)—For exploitation and art spots—  
 English narration—Colorama Features  
 GUITARS OF LOVE—MU-90m.—(EC)—Vlco Torrlant, Montovanl and Orchestra—4537 (11-26-58)—Tuneful musical—Titles—  
 Sam Baker Associates  
 JONAS—D-81m.—Robert Graf—4590 (5-20-59)—Psychological, off-beat drama—English narration; partially dubbed—President  
 LIANE, JUNGLE GODDESS—MD-85m.—(EC)—Marion Michael, Hardy Kruger—4531 (11-12-58)—Exploitable programmer—  
 Dubbed in English—DCA  
 LOVE STORY, A—D-94m.—Hildegard Neff, O. W. Fisher—4551 (1-14-59)—Could fit German houses—Titles—Casino  
 MONPTI—D-97m.—(C)—Romy Schneider—4590 (5-20-59)—Average tragic love import—Dubbed in English—Bakros-Int.  
 MY NAME IS TOXI—D-80m.—Elfie Fiegert—4547 (12-24-58)—Okay programmer, especially for colored houses—Dubbed In English  
 —Grand Prize  
 REACHING FOR THE STARS—D-102m.—Erick Schuman, Lisa Pulver—4516 (9-17-58)—For German and art houses—Titles—  
 Baker  
 SINS OF ROSE BERND, THE—D-85m.—(C)—Maria Schell, Ralf Vallone—4579 (4-22-59)—Okay entry for foreign spots—Title  
 —President  
 THIRD SEX, THE—D-85m.—Paula Wessely, Paul Dahlke—4566 (3-11-59)—Exploitable for art and language spots—Titles—D & I  
 Dist.

## INDIAN

PATHER PANCHALI—D-112m.—Hindu cast—4548 (12-24-58)—Prize-winning drama is art house natural—Titles—Harrison

## JAPANESE

MISTRESS, THE—D-102m.—Hidoko Takamine—4563 (2-25-59)—Okay Import for specialty spots—Titles—Harrison

## ITALIAN

GUENDALINA—D-95m.—Jacqueline Sassard—4490 (7-9-58)—For art, Italian houses—Titles—Lopert  
 POOR BUT BEAUTIFUL—C-103m.—Marisa Allasio—4487 (7-9-58)—Dull Italian comedy—Titles—Trans-Lux  
 SHAMELESS SEX, THE—D-73m.—Yvonne Sanson, Frank Villard—4531 (11-12-58)—Strictly for the sex-ploitation spots—Dubbed  
 In English—Screenorama.  
 TOSCA—OPERA—105m.—(CS; EC)—Franca Duval, Franco Corelli—4567 (3-11-59)—Well-made opera for art and specialty spot  
 —Titles—Casolaro-Giglio

## MEXICAN

ROOTS, THE—COMP.-96m.—Non-professional Mexican Indians—4519 (10-1-58)—Fine art house fare—Harrison

## NORWEGIAN

NINE LIVES—MD-85m.—Jack Fjeldstad—4575 (4-8-59)—Thrilling chase meller—Titles; narration—deRochemond

## POLISH

EIGHTH DAY OF THE WEEK, THE—D-84m.—Sonjz Ziemann—4587 (5-20-59)—Import is worthy of attention—Titles—Cont  
 mental



**PHILIPPINES**  
BLOOD OF BATAAN—MD-76m.—Leopoldo Salcedo, Mona Lisa—4537 (11-26-58)—Exploitable war film—Spoken in English—Brenner

**SWEDISH**  
THREE STRANGE LOVES—D-84m.—Eva Henning, Birger Malmsten—4567 (3-11-59)—Confused drama of sexual aberrations—Titles—Janus  
TIME OF DESIRE, THE—D-86m.—Barbaro Larsson, Margaretha Lowler—4495 (7-23-58)—Artistic exploration of the varieties of love—Titles—Janus  
VICIOUS BREED, THE—86m.—Arne Ragneborn, Maj-Britt Lindholm—4490 (7-9-58)—For art and Swedish spots—Titles—Brenne

**MISCELLANEOUS** **DISTRIBUTED DURING THE PAST 12 MONTHS**

DARBY O'GILL AND THE LITTLE PEOPLE—D-93m.—(TC)—Albert Sharpe, Janet Munro—4583 (5-6-59)—The Disney name and the luck of the Irish should prove of assistance  
DATE WITH DEATH, A—MD-81m.—(Psychorama)—Gerald Mohr, Liz Renay—4575 (4-8-59)—Satisfactory programmer offers intriguing gimmick—Pacific Int.  
FRANKENSTEIN'S DAUGHTER—MD-85m.—John Ashley, Sandra Knight—4543 (12-10-58)—Inferior exploitation entry—Astor  
GIRLS, INC.—NOV.-65m.—No credits available—4595 (6-3-59)—Filler for lower half—Joseph Brenner  
GIRL WITH AN ITCH—D-78m.—Kathy Marlowe, Robert Armstrong—4531 (11-12-58)—Sexy programmer has selling possibilities—Howco  
GO, JOHNNY, GO—MU-75m.—Alan Freed, Jimmy Clanton—4583 (5-6-59)—Rock 'n' roller for lower half—Roach  
I'LL GIVE MY LIFE—D-78m.—John Bryant, Angie Dickinson—4575 (4-8-59)—Religious film for specialized audiences—Howco  
ISLE OF LEVANT, THE—TRAV-71m.—(C)—No credits available—4591 (5-20-59)—Exploitable nudist film—English narration—Miracle  
LONELY SEX, THE—MD-58m.—Cast unknown—4595 (6-3-59)—Amateurish study in sexual aberrations—Joseph Brenner  
LOST, LONELY, AND VICIOUS—D-73m.—Ken Clayton, Barbara Wilson—4538 (11-26-58)—Lower half filler—Howco  
MISSILE TO THE MOON—MD-78m.—Richard Travis, Cathy Downs—4543 (12-10-58)—Program filler—Astor  
MY WORLD DIES SCREAMING—D-81m.—Gerald Mohr, Cathy O'Donnell—4538 (11-26-58)—Psychological drama for lower half—Howco  
NO PLACE TO LAND—MD-78m.—(NA)—John Ireland, Marl Blanchard—4539 (11-26-58)—Interesting action programmer—Republic  
PETER PAN—CAR-77m.—(TC) (RE)—Produced by Walt Disney—4485 (7-9-58)—High rating Disney—Buena Vista  
PLAN 9 FROM OUTER SPACE—MD-76m.—Gregory Wolcott, Mona McKinnon—4531 (11-12-58)—Okay science fiction programmer—DCA  
SHAGGY DOG, THE—C-104m.—Fred MacMurray, Jean Hagen—4567 (3-11-59)—Highly amusing comedy-fantasy—Buena Vista  
SLEEPING BEAUTY, THE—CAR-75m.—(TE70; TC)—Walt Disney—4556 (1-28-59)—Another Disney cartoon treat—Buena Vista  
SOUTH SEAS ADVENTURE—DOC-120m.—(Cinerama; TC)—Produced by Carl Dudley—4495 (7-23-58)—Latest in travelogue series is highly interesting—SW-Cinerama  
TIA JUANA AFTER MIDNIGHT—BUR-58m.—Rita Ravel—4551 (1-14-59)—Average burlesque film—Alan Trading  
TONKA—W-97m.—(TC)—Sal Mineo, Philip Carey—4548 (12-24-58)—Indian yarn should appeal to youngsters—Buena Vista  
UNCLE TOM'S CABIN—MD-93m.—(RE)—Narrated by Raymond Massey—4539 (11-26-58)—Modernized reissue has possibilities—Colorama  
WHITE WILDERNESS—DOC-73m.—(TC)—Written and directed by Winston Hibler—4485 (7-9-58)—Very good "True Life Adventure"—Buena Vista  
YHO, THE SORCERER'S VILLAGE—DOC-70m.—(C)—Captain Hassold David—4491 (7-9-58)—Interesting visit to little known Afroan spots—Film Rep.

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The Shorts Parade

1958-59 Season  
(Ratings: E—Excellent; G—Good; F—Fair; B—Bad)

NOTE: This Short listing is carried in every second edition of THE SERVISECTION—Alternating with a listing of Features by Production Numbers and Release Dates.

PROD. NOS. AND RELEASE DATES—NEXT ISSUEI		
Columbia		
TWO REEL		
MUSICAL TRAVELARKS (3)		
3441	(Dec.) Wonders of Puerto Rico	G 20m. 4563
COMEDIES		
THE THREE STOOGES (8)		
3401	(Sept.) Sweet and Hot	F 17m. 4539
3402	(Oct.) Flying Saucer Daffy	G 17m. 4539
3403	(Dec.) Oil's Well That Ends Well	F 17m. 4567
3404	(Feb.) Triple Crossed	F 17m. 4567
3405	(June) Sappy Bull Fighters	
ONE REEL		
MAGOO'S (10)		
(Technicolor)		
3751	(Sept.) Magoo's Cruise	E 6m. 4539
3752	(Oct.) Love Comes To Magoo	G 6m. 4539
3753	(Nov.) Gumshoe Magoo	E 6m. 4564
3754	(Jan.) Bwana Magoo	G 6m. 4568
3755	(Mar.) Magoo's Homecoming	
3756	(Apr.) Merry Minstrel Magoo	
3757	(May) Magoo's Lodge Brother	
HAM AND HATTIE CARTOONS (2)		
(Technicolor)		
3511	(Oct.) Spring and Saganaki	G 7m. 4540
3512	(Jan.) Picnics Are Fun	E 7m. 4564

WORLD OF SPORTS (10)			
3801	(Sept.) Aqua-Rama	G 9m. 4540	3951
3802	(Oct.) Rasslin' Ref'	F 9m. 4540	3952
3803	(Dec.) Sportsmen's Paradise	G 9m. 4564	3953
3804	(Feb.) Aquatic Carnival	F 9m. 4568	3954
COLUMBIA REISSUES			
ASSORTED AND COMEDY FAVORITES			
TWO REELS			
3421	Happy Go Wacky	F 16 1/2m. 3225	
3422	Tropped By A Blonde	F 16m. 2643	
3423	The Awful Sleuth	G 16m. 3072	
3424	The Mayor's Husband	F 16m. 1812	
3425	Perfectly Dismated		
3426	Woowoo Blues		
3431	Two Roaming Champs	F 16 1/2m. 2964	
3432	Andy Plays Hookey	F 18m. 2112	
3433	Off Again, On Again	F 16m. 1685	
3434	Farmer For A Day		
3435	Wine, Women And Song		
3436	Spook To Me		
SERIALS			
TWO REELS			
	Wild Bill Hickok	E 15EP. 170	
	Captain Video	G 15EP. 3209	
	Tex Granger	G 15EP. 2369	
COLOR FAVORITES CARTOONS			
(Technicolor)			
3601	Gerald McBoing Boing	E 6 1/2m. 2998	
3602	Flora	G 6m. 2352	
3603	Kitty Caddy	F 6m. 2287	
3604	Willie The Kid	E 7m. 3311	
3605	Short Snorts On Sports	F 6 1/2m. 2422	
3606	Rooty Toot Toot	E 8m. 3266	
3607	Bon Bon Parade	G 8m. 2375	
3608	The Emperor's New Clothes	G 7m. 3527	
3609	The Untroined Seal	F 7m. 2436	
3610	Little Boy With A Big Horn		
3611	The Egg Hunt		
3612	Modeline		
3613	Novelty Shop		
3614	Christopher Crumpet		
CANDID MICROPHONES			
3551	Number 3, Series 5	F 10m. 3473	
3552	Number 4, Series 5	F 10m. 3527	
3553	Number 5, Series 5	F 10m. 3562	
3554			
3555			

ANIMAL CAVALCADES			
	Chimp-Antics	G 10 1/2m. 3418	
	Jungle Monarchs	F 10m. 3473	
	Greyhound Capers	F 9m. 3585	
	The Three Big Bears		
FILM NOVELTIES			
3851	Rhapsody On Ice	G 9m. 2557	
3852	A Lass In Alaska	F 10 1/2m. 2497	
3853	Aren't We All	F 10 1/2m. 2328	
3854	Magic Stone		
MGM			
REISSUES			
ONE REEL			
GOLD MEDAL REPRINT CARTOONS			
(Technicolor)			
C-31	Jerry's Diary	G 7m. 2734	
C-32	Slicked-Up-Pup	E 6m. 3167	
C-33	Nitwit Kitty	G 7m. 3167	
C-34	Cat Napping	G 7m. 3194	
C-35	The Flying Cat	G 7m. 3154	
C-36	The Duck Doctor	G 7m. 3172	
C-37	The Two Mousketeers	E 7m. 3200	
C-38	Smitten Kitten	G 8m. 3259	
C-39	Triplet Trouble	G 7m. 3167	
C-40	Little Runaway	G 7m. 3177	
C-41	Fit To Be Tied	G 7m. 3235	
C-42	Push-Button Kitty	G 7m. 3279	
W-61	Cruise Cat	G 7m. 3387	
W-62	The Doghouse	G 7m. 3392	
W-63	The Missing Mouse	E 7m. 3418	
W-64	Jerry and Jumbo	G 7m. 3458	
W-65	Johann Mouse	E 7m. 3465	
W-66	That's My Pop	G 7m. 3519	
W-67	Car Of Tomorrow	E 7m. 3136	
W-68	Magical Maestro	F 7m. 3200	
W-69	One Cob's Family	E 8m. 3164	
W-70	Rock-A-Bye Bear	F 7m. 3333	
W-71	Cabollero Droopey	F 7m. 3342	
W-72	Little Johnny Jet	G 7m. 3499	
W-73	TV Of Tomorrow	E 7m. 3534	
W-74	Droopy's Double Trouble	G 7m. 3129	
W-75	Little Wisequacker	G 7m. 3402	
W-76	Busybody Bear	G 7m. 3418	
W-77	Borneys' Hungry Cousin	F 7m. 3425	
W-78	Cobs and Robbers	F 7m. 3488	



## Paramount

TWO REEL  
SPECIAL

(VistaVision; Technicolor)

VistaVision Visits Spain ..... E 18m. 4532

ONE REEL  
CASPER CARTOONS  
(Technicolor)

B17-1 (Nov. 15) Boo Bop ..... G 7m. 4431  
 B17-2 (Jan. 24) Heir Restorer ..... F 6m. 4463  
 B17-3 (Feb. 28) Spook and Span ..... F 6m. 4475  
 B17-4 (Apr. 25) Ghost Writers ..... F 7m. 4467  
 B17-5 (May 2) Which Is Witch ..... F 6m. 4512  
 B17-6 (Sept.) Good Scream Fun ..... G 7m. 4532  
 B18-1 (Jan.) Doing What's Fright ..... F 6m. 4580  
 B18-2 (Mar.) Down To Mirth ..... F

## HERMAN AND CATNIP (4)

H18-1 (Jan.) Owly To Bed ..... G 6m. 4580  
 H18-2 (Feb.) Felineous Assault ..... G  
 H18-3 (Apr.) Fun on Furlough ..... F

NOVATOONS (6)  
(Technicolor)

P18-1 (Oct.) Stork Raving Mad ..... G 6m. 4540  
 P18-2 (Dec.) Dawg Gawn ..... F 6m. 4580  
 P18-3 (Jan.) Animal Fair ..... F  
 P18-4 (Apr.) Houndabout ..... F

## MODERN MADCAPS (6)

M18-1 (Nov.) Right Off The Bat ..... G 7m. 4539  
 M18-2 (Feb.) Fit To Be Toyed ..... G 7m. 4583  
 M18-3 (Mar.) La Petite Parade ..... F

PARAMOUNT REISSUES  
POPEYE CHAMPIONS

E18-1 Quick On The Vigor ..... G 7m. 2953  
 E18-2 Riot In Rhythm ..... F 7m. 2975  
 E18-3 Farmer and The Belle ..... G 7m. 3004  
 E18-4 Vacation With Play ..... G 7m. 3005  
 E18-5 Thrill Of Fair ..... G 7m. 3056  
 E18-6 Alpine For You ..... G 7m. 3080

## CARTOON CHAMPIONS

S18-1 Voice Of The Turkey ..... F 6m. 2975  
 S18-2 Party Smarty ..... F 7m. 3129  
 S18-3 Case Of The Cockeyed Canary ..... G 7m. 3448  
 S18-4 Feast and Furious ..... G 6m. 3448  
 S18-5 Starting From Hatch ..... G 7m. 3483  
 S18-6 Winner By A Hare ..... F 6m. 3499  
 S18-7 Boo Hoo Baby ..... G 8m. 3035  
 S18-8 Casper Comes To Clown ..... G 7m. 3154  
 S18-9 Casper Takes A Bow Wow ..... F 7m. 3209  
 S18-10 Ghost Of The Town ..... G 7m. 3285  
 S18-11 Mice Capades ..... G 7m. 3410  
 S18-12 Of Mice And Magic ..... F 7m. 3491  
 S18-13 Herman The Cartoonist ..... F 7m. 3519  
 S18-14 Drinks On The Mouse ..... F 7m. 3585

## 20th Century-Fox

(1958)

ONE REEL  
CINEMASCOPE  
(Color)

7801 (Jan.) High Divers and Dolls ..... F 8m. 4463  
 7802 (Feb.) The Jumping Horse ..... G 9m. 4463  
 7803 (Mar.) Wild Race For Glory ..... G 9m. 4463  
 7804 (Apr.) Transcontinental ..... F 9m. 4463  
 7806 (Mar.) Fortress Formosa ..... G 9m. 4475  
 7807 (June) Inside Poland Today ..... G 10m. 4512  
 7808 (July) Snow Fun In College ..... G 9m. 4540  
 7809 (Aug.) Dance Beat ..... G 9m. 4540  
 7810 (Sept.) Rockets Roar ..... G 10m. 4552

7811 (Oct.) Blue Water Sports ..... G 9m. 4568  
 7812 (Nov.) Undersea Adventure ..... G 10m. 4568  
 7813 (Dec.) Fireworks For Freedom ..... G 10m. 4568  
 7901 (Jan.) Alaska ..... F 10m. 4568  
 7902 (Feb.) Football Roundup ..... F 10m. 4568  
 7903 (Mar.) Swedish Air Jets Zoom ..... G 9m. 4591  
 Basketball's Aces In Action ..... F 10m. 4591

TWO REEL  
CINEMASCOPE SPECIALS

7805 (Jan.) Queen Elizabeth Haired By  
 U. S. And Canada ..... G 15m. 4463

## SPECIAL

7350 (May) Colorful Courtship (DC) ..... G 15m. 4532

ONE REEL  
CINEMASCOPE TERRYTOONS  
(Technicolor)

5801 (Jan.) Springtime For Clobber ..... F 6m. 4463  
 5802 (Feb.) It's A Living ..... F 6m. 4463  
 5803 (Mar.) Gaston's Baby ..... F 6m. 4463  
 5804 (Apr.) The Juggler of Our Lady ..... E 9m. 4423  
 5805 (May) Gaston, Go Home! ..... F 6m. 4491  
 5806 (June) Dustcap Doormat ..... F 6m. 4491  
 5807 (July) Camp Clobber ..... F 7m. 4495  
 5808 (Aug.) Sick, Sick Sidney ..... G 7m. 4495  
 5809 (Sept.) Old Mother Clobber ..... F 7m. 4512  
 5810 (Oct.) Gaston's Easel Life ..... F 6m. 4520  
 5811 (Nov.) Signed, Sealed and Clobbered ..... G 6m. 4567  
 5812 (Dec.) Sidney's Family Tree ..... E 6m. 4567  
 5901 (Jan.) Clobber's Ballet Ache ..... F 6m. 4567  
 5902 (Feb.) Tale Of A Dog ..... F 6m. 4567  
 5903 (Mar.) Another Day For Doormat ..... F

## 20TH CENTURY-FOX REISSUES

## TERRYTOON TOPPERS

5831 Witch's Cat ..... F 7m. 2444  
 5832 Woodman Spare That Tree ..... F 7m. 3013  
 5833 Mysterious Stranger ..... F 7m. 2497  
 5834 Happy Landing ..... F 7m. 2625  
 5835 Lazy Little Beaver ..... F 7m. 2352  
 5836 Hula, Hula Land ..... F 7m. 2667  
 5837 Love's Labor Won ..... F 7m. 2444  
 5838 Golden Egg Goosie ..... G 7m. 3120  
 5839 Feudin' Hillbillies ..... F 7m. 2403  
 5840 A Truckload Of Trouble ..... F 7m. 2724  
 5841 The Happy Cobblers ..... G 7m. 3279  
 5842 Happy Valley ..... G 7m. 3326  
 5931 The Racket Buster ..... F 7m. 2590  
 5932 The Super Salesman ..... F 7m. 2297  
 5933 Sparky The Firefly ..... F

## Universal-International

## TWO REEL

## SPECIALS IN COLOR

3901 ( ) Island Empire ..... G 18m. 4591  
 3902 ( ) Venice Of The East ..... F

## ONE REEL

## COLOR PARADES (8)

3971 (Nov.) Venezuela Holiday ..... G 9m. 4540  
 3972 (Dec.) Down The Magdalena ..... F 10m. 4540  
 3973 (Jan.) Round-Up Land ..... G 9m. 4544  
 3974 (Mar.) Safari City ..... G 9m. 4564  
 3975 (April) Travel Tips ..... F 8m. 4591  
 3976 (June) Land Of The Maya ..... F 9m. 4575

## WALTER LANTZ COLOR CARTUNES (13)

3911 (Nov.) Jittery Jester ..... G 6m. 4539  
 3912 (Dec.) Little Tele villain ..... F 7m. 4539  
 3913 (Jan.) Truant Student ..... G 6m. 4544  
 3914 (Feb.) Robinson Gruesome ..... F 6m. 4564  
 3915 (Mar.) Tomcat Combat ..... F 6m. 4580  
 3916 (April) Yukon Have It ..... F  
 3917 (April) Log Jammed ..... F

## VARIETY VIEWS

3891 (Jan. 20) Barnyard Frolics ..... F 9m. 4436  
 3892 (Feb. 24) Between The Continents ..... F 9m. 4495  
 3893 (Mar. 31) Cycle Mania ..... G 9m. 4512  
 3894 (Sept.) Tragedy, U. S. A. ..... E 9m. 4532  
 3895 (Oct.) Up and Over ..... F 9m. 4532

## UNIVERSAL-INTERNATIONAL REISSUES

## WOODY WOODPECKER CARTUNES

3931 Termites From Mars ..... G 6m. 3459  
 3932 What's Sweepin' ..... F 6m. 3459  
 3933 Buccaneer Woodpecker ..... F 6m. 3499  
 3934 Operation Sawdust ..... F 6m. 3562  
 3935 Wrestling Wrecks ..... F 6m. 3562  
 3936 Belle Boys ..... F 6m. 3603

## Warners

ONE REEL  
BUGS BUNNY SPECIALS  
(Technicolor)

6721 (Nov.) Pre-Hysterical Hare ..... G 7m. 4539  
 6722 (Jan.) Baton Bunny ..... F 7m. 4583  
 6723 (Feb.) Hare-Avian Nights ..... F 7m. 4583  
 6724 (Apr.) Apes Of Wrath ..... G 7m. 4583  
 6725 (June) Backwoods Bunny ..... G 7m. 4591

MERRIE MELODIES-LOONEY TUNES  
(Technicolor)

5701 (Nov. 16) Mouse-Take Identity ..... F 7m. 4412  
 5702 (Nov. 30) Gonzales' Tamales ..... F 7m. 4412  
 5703 (Jan. 4) Don't Axe Me ..... F 7m. 4431  
 5704 (Jan. 18) Tortilla Flaps ..... F 7m. 4432  
 5705 (Feb. 22) A Pizza Tweety-Pie ..... G 7m. 4463  
 5706 (Mar. 8) Robin Hood Daffy ..... G 7m. 4463  
 5707 (Apr. 12) Whoa, Be Gone ..... F 7m. 4463  
 5708 (Apr. 26) A Waggily Tale ..... G 7m. 4475  
 5709 (May 10) Feather Bluster ..... G 7m. 4475  
 5710 (June 28) To Itch His Own ..... F 7m. 4512  
 5711 (July 26) Dog Tales ..... G 7m. 4512  
 5712 (Sept. 6) Weasel While You Work ..... G 7m. 4532  
 5713 (Sept. 27) A Bird In A Bonnet ..... G 7m. 4532  
 5714 (Oct. 11) Hook, Line and Stinker ..... F 7m. 4532  
 6701 (Nov.) Gosper Broke ..... F 7m. 4539  
 6702 (Dec.) Hip-Hip-Hurry! ..... F 6m. 4564  
 6703 (Dec.) Cat Feud ..... F 6m. 4564  
 6704 (Jan.) Mouse Placed Kitten ..... G 7m. 4584  
 6705 (Feb.) China Jones ..... G 7m. 4583  
 6706 (Mar.) Trick Or Tweet ..... F 7m. 4584  
 6707 (Apr.) The Mouse That Jack Built ..... F 7m. 4591  
 6708 (May) Hot Rod and Reel ..... F 7m. 4591  
 6709 (May) Mut in A Rut ..... G 7m. 4591  
 6710 (June) Really Scent ..... F 7m. 4591

## WARNERS' REISSUES

## BLUE RIBBON HIT PARADE CARTOONS

6301 Bowery Bugs ..... F 7m. 2650  
 6302 An Egg Scramble ..... F 7m. 2865  
 6303 Wise Quackers ..... F 7m. 2557  
 6304 Two's A Crowd ..... G 7m. 3013  
 6305 Canary Row ..... G 7m. 2953  
 6306 Dog Collared ..... F 7m. 2985  
 6307 Fox In A Fix ..... F 7m. 3013  
 6308 My Bunny Lies Over The Sea ..... F 7m. 2541  
 6309 Golden Yeggs ..... G 7m. 2890  
 6310 Scent-imental Romeo ..... G 7m. 3040  
 6311 Canned Feud ..... G 7m. 3028  
 6312 Early To Bet ..... G 7m. 3074  
 6313 Boobs In The Woods ..... F 7m. 2798

## Miscellaneous

Ceylon Holiday (C) (Schoenfeld) ..... G 15m. 4595  
 CAPRI (EC) (EROS) ..... E 24m. 4576  
 Cruise Of The Eagle (CS;TC) (BV-Disney) ..... G 18m. 4591  
 Donald In Mathmagic Land (TC) (BV-Disney) ..... G 26m. 4595  
 Grand Canyon (CS;TC) (Bu-Disney) ..... G 26m. 4563  
 Coronation of Pope John XXIII (TC;VV) (Rank) ..... E 18m. 4539  
 Geisha (C) (Brenner) ..... E 30m. 4563  
 Journey Into Spring (C) (Schoenfeld) ..... E 28m. 4595  
 Miracle Of Todd-AO, The (TC) (MAGNA) ..... E 15m. 4551  
 N.Y., N.Y. (TC) (UA) ..... G 15m. 4552  
 Scotland (CS;TC) (BV-Disney) ..... E 25m. 4539  
 Thrill Of A Lifetime (CS;C) (Howco) ..... G 11m. 4576  
 Unknown Italy (C) (Schoenfeld) ..... F 12m. 4595  
 Wales (BV-Disney) (CS;TC) ..... G 25m. 4532

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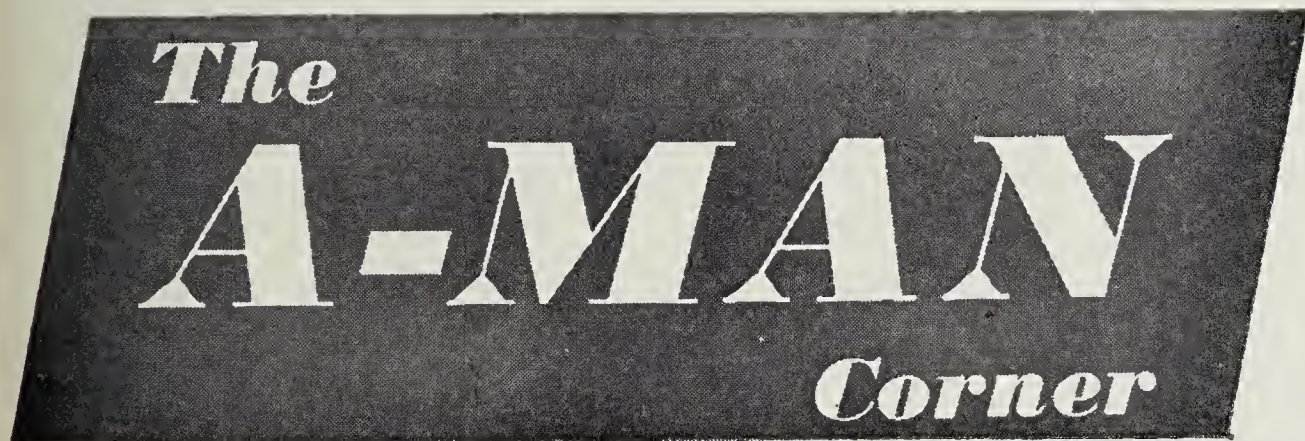
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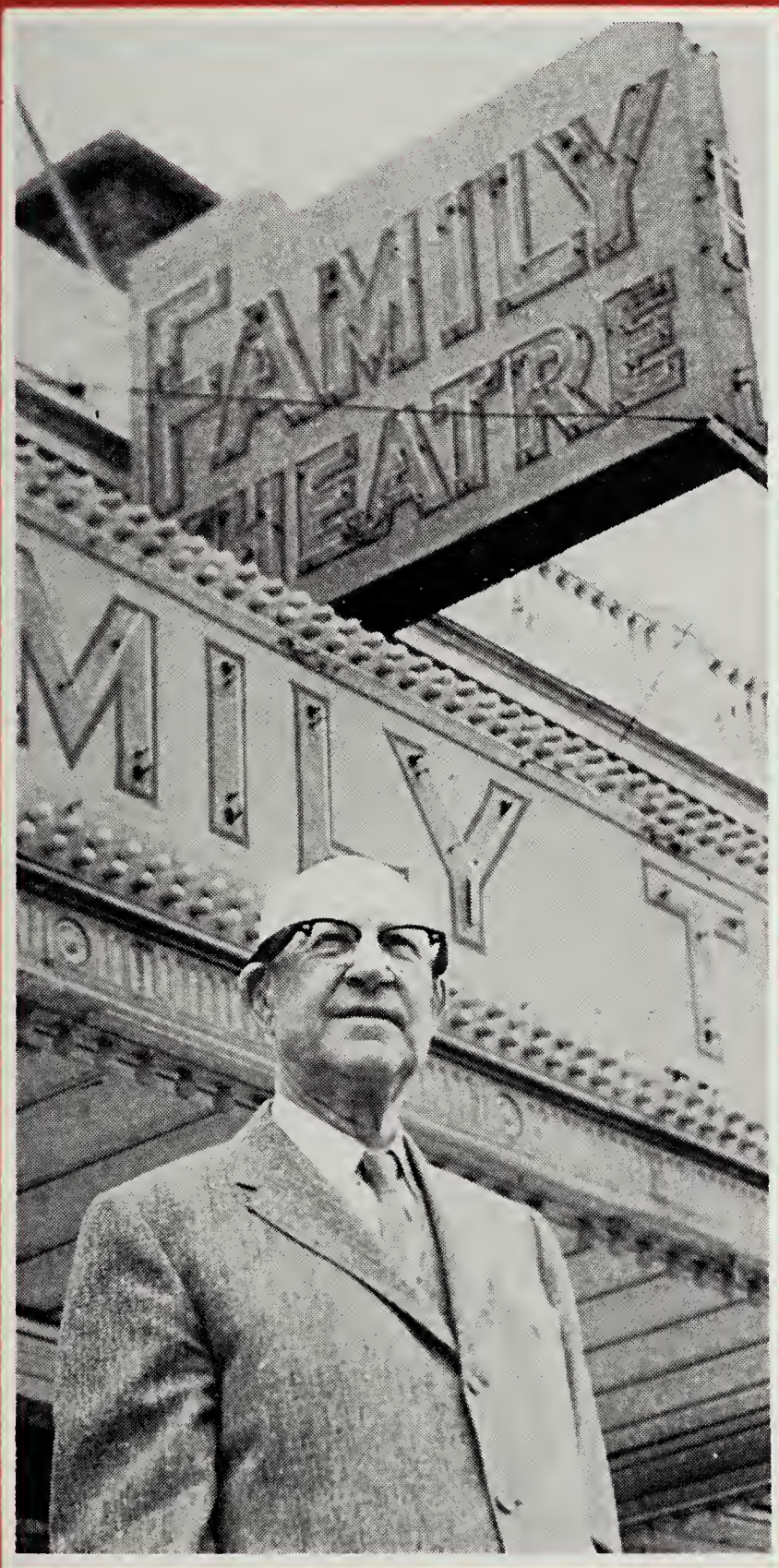
JUNE 17, 1959

Volume 62

Number 6

IN THREE SECTIONS • THIS IS SECTION ONE

Founded in 1933 by  
CHARLES E. "Chick" LEWIS



## UA Net, Gross Continues Climb

(See Page 8)

## Physical Theatre— Extra Profits Dept.

An era ended recently in Monroe, Mich., as pioneer exhibitor Joe Deniston closed the Family, which had operated continuously since 1917. Deniston still operates the larger and more modern Monroe, directly across the street.

**editorial:** Does Mr. Disney Have A Peeve On Kids? . . . (See Page 5)



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WONDERFUL  
PICTURE!**

*The National Magazines say it—*  
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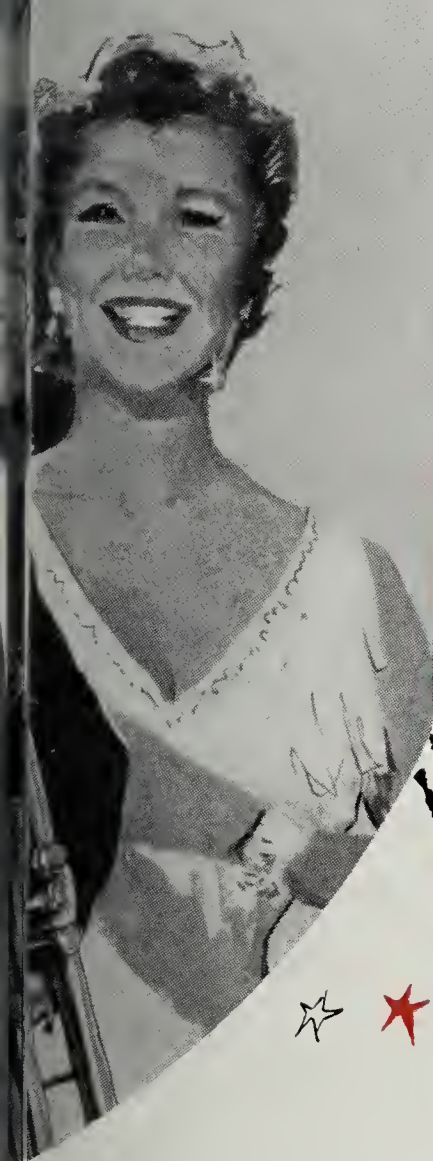
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 HO. 3-2184  
 Cont. Daily 12:15

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**EL REY**  
 WE. 1-1101  
 Daily 12:15 - Sat. Sun. 12:45

WESTCHESTER  
**LOYOLA**  
 SP. 6-1410 - OR. 0-0346  
 Daily 5:45 - Sat. Sun. 1 - Free Park.

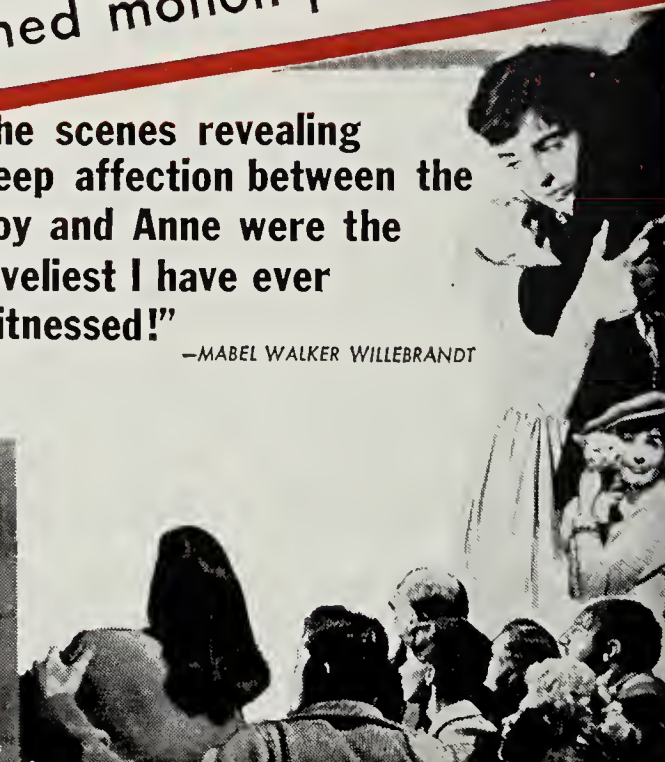
WESTWOOD  
**VILLAGE**  
 GR. 3-3042  
 Daily 6:45 - Sat. Sun. 1:45

SHERMAN OAKS  
**LA REINA**  
 ST. 3-3980  
 Daily 6:45 - Wed. Sat. Sun. 12:45

GLENDALE  
**ALEX**  
 CH. 5-1525  
 Cont. Daily 12 Noon

PASADENA  
**ACADEMY**  
 RY. 1-6508  
 Cont. Daily 12 Noon

LONG BEACH  
**WEST COAST**  
 HE. 6-4209  
 Cont. Daily 12 Noon





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VOLUME 62 • NO. 6

JUNE 17, 1959

## DOES MR. DISNEY HAVE A PEEVE ON KIDS?

NOT TOO MANY MOONS AGO, when Walt Disney's "SLEEPING BEAUTY" played a dozen or so exclusive engagements in important cities as an Easter Week attraction to the kids of America, who lend their avid little eyes and ears to the financial success of his several weekly TV programs, veteran industryites were startled. Reason for their surprise was a mid-week \$1.00 daytime charge for "kids-under-12," and a week-end daytime charge of \$1.25. Seldom if ever has any producer or distributor demanded such a high tariff from the "little people."

And now, with the tremendous boxoffice success of "SHAGGY DOG," a success that is admitted to radiate from the diligent "brainwashing" of the same kids of America, through the same financially successful TV programs, Mr. Disney is obviously not satisfied with a big national gross on a small picture. He is demanding that drive-in theatres, where the "little people" of 12 and under have traditionally been admitted free of charge for the past 18 years or more, must pay him a per capita 17½ cents for every kid; or, at 50 per cent of the gross, must charge every kid 35 cents. Mr. Disney denies that he is fixing a 35 cent children's admission price. Theatre-men can let kids in for nothing if they want, he says, but theatre-men must pay Mr. Disney 17½ cents for each and every one of them. Now there is hair-splitting even on a smooth dog!

From these two recorded facts, the second one amplified by The Fresh Pond Open Air Theatre treble damage protest suit, filed in the U.S. District Court in Boston, two possible conclusions could be drawn.

First, and simplest, Mr. Disney may have a peeve on against the very kids who in bygone years built him from an obscure cartoonist to the tops in his field. To vent such a peeve, he may be using the exclusivity of just a few showings, at astronomical prices, during their Easter holiday season, after building their interest with a TV fever "pitch." Sort of like riding the kids around Disneyland until they are real thirsty, and then putting the pink lemonade behind bars unless they can pay \$1.00 or \$1.25 a glass. Or, on "SHAGGY DOG," after getting a big profit from the first-runs, using the picture to destroy an admission policy that

theatre-men have been giving to kids-under-12 since their very parents were kids.

Second, and possibly more obscure, Mr. Disney may be aiming at the parents' pockets through their love for their children. Sort of a policy of "goose" the kids through repeated TV brainwashing, and then turn the little demons loose to pester father, mother, grandparents, aunts, Godfathers, or even the iceman, into paying a price to Mr. Disney that is way out of line by all industry standards.

Of course, maybe it isn't Mr. Disney who has the peeve on, or who has the desire to burgle the pockets of the world through the plaintive wails of its children. Maybe it is just one of his salesmen, wearing a Disney hunting license.

In any event, in our small way, and in true regard for the "little people" of America, we want to record the fact that the current abnormally high admissions prices charged for Disney pictures, *are based completely* on the demands of Mr. Disney or of his subordinates. The theatre-men of America are sorry. At least one has started a Federal suit in an effort to protect the rights and privileges of our children "under 12." Another, who submitted to the Disney demands and charged 35 cents for children "under 12," has stated publicly that he will never again follow that policy.

Maybe the legislators and bureaucrats, who are thinking and talking about the effect on the public of toll TV, should take a good long look at these Disney sales policies. Come toll TV, there would be no great trick to using the free TV channels to inordinately "goose" interest in some pay TV "classie" to be shown that night or later that week. And, with interest at a fever pitch, if you can get \$1.00 or \$1.25 for each child "under 12" in a theatre, it would not seem impossible to get \$5.00 or \$10.00 for a family of children in the living-room. It may even be possible that the Mr. Disneys of that day will figure out some electronic way to count noses, and to make an individual charge for each man, woman, and child.

And, after a tough day's work, and in a desire for peace and quiet, what father is going to resist those pleas to line producer pockets?

Peace at any price will make pop a perennial sucker!

## \$22.33 PER SALES CALL

WE SEE by the papers that McGraw-Hill, the big business paper publishers, estimate that the cost of a personal sales visit has increased about 59 per cent in the last 10 years. It formerly cost \$14.02, but now it costs \$22.33. And while nothing can replace the personal contact, even at these prices, it is easy to understand why film salesmen need to make fewer and fewer calls on their small situations out "in the sticks".

It also seems obvious that any picture deal, that gets within \$22.33 worth of finalizing, should be accepted. To walk out

on it will represent a \$22.33 loss to the distributor, with no compensating income.

And, again, it seems obvious that the numerous buying and booking services, with their offices on "Film Row," are saving a great deal of sales expense for the exchange systems, and have resulted in less film salesmen. We still expect to see the day when subsequent-runs will buy pictures by mail, to the elimination of nearly all sales costs.

Maybe the return of Block Buying will be forced.

## QUOTE OF THE WEEK

SAID BILL HEINEMAN, vice-president in charge of distribution for United Artists, in a letter of recent date: *"It was never my intention, and certainly is not now, to set any policy that would work a hardship on any fair dealing, cards-on-the-table exhibitor."*

*Anyone that has cards under the table, and refuses to divulge the right hole card, will always be in trouble with me."*

Hear! Hear! Spoken like a statesman, and few honest theatre-men will quarrel with that.



# Letters . . .

**UNSOLICITED** • The letters from readers which appear on this page are not solicited. MOTION PICTURE EXHIBITOR does not suggest questions to readers in order to provide a flow of letters.

From BURBANK, CAL.

I want to personally thank you for the most helpful information that arrived subsequent to the inquiry I directed to you. Numerous equipment companies sent very useful data about their respective products. This proves again that MOTION PICTURE EXHIBITOR is the finest trade paper available.

I now have another need. Do you have, or do you know of an available source where I can obtain, blueprints of new theatres (800 to 1000 seats on one floor)?

MERVYN VINER  
Magnolia Theatre

*EDITOR'S NOTE: There is no better source than the back issues of THEATRE CATALOG. Just pick from the picture, floor plan, and complete description, the theatre you like, and write to the listed architect. Or send us a list and we'll write to them for you. Naturally there will be a financial consideration in the event you use one to build.*

From ATHENS, TEX.

I think it is high time that some of us drive-in exhibitors tipped our hats to United Artists for the High-Key prints they have been furnishing us with on their black and white pictures. These High-Key prints enable us to start the show early and to put a nice, bright, sharp picture on the screen. Thanks boys, and here is hoping some more of the distributors will follow your example.

CLIFF TURNER, JR.  
Trail Drive-In

*EDITOR'S NOTE: It's a pleasure to call attention to such a welcome distributor practice, adding to projection excellence and patron satisfaction and bound to bring results where they count, at the boxoffice.*

From PRAIRIE VILLAGE, KAN.

I would like to suggest that MOTION PICTURE EXHIBITOR should add a listing of the prior pictures in which the particular stars or supporting players have appeared. This would help in placing emphasis on the newer personalities who are capturing public attention. Otherwise everything is fine about MOTION PICTURE EXHIBITOR. We need it—use it—and enjoy it!

J. W. LEWIS, General Manager  
Electric, Avenue, and Lake Park  
D-I Theatres

*EDITOR'S NOTE: If once a year would suffice, we might try it. How about if we add such data to the season-end indexes carried in the last pink REVIEWS of each August? It would then become part of the annual seasonal file. What do others think about this?*

From BROOKLYN, N.Y.

I wouldn't be without MOTION PICTURE EXHIBITOR!

AL KLEIN, President  
Eth-Lee Amusements, Inc.  
Rogers Theatre

From FAYETTEVILLE, N. C.

MOTION PICTURE EXHIBITOR is the Best! Your editorial a few weeks ago about WALT DISNEY was worth \$10.00. Attached is my renewal, and my faith in the industry, in you, and in myself for the next three years.

RICHARD McKINNEY, Manager  
Fox Twin Drive-In Theatre

*EDITOR'S NOTE: Thanks! We try to call our shots with honesty, with candor, and with the industry's best interest at heart. ALL of its best interest!*

From PITTSBURGH, PA.

We regret to tell you that the Brighton Theatre is now closed as of May 11, after having been in operation for over 41 years. So we won't be renewing our subscription to MOTION PICTURE EXHIBITOR.

Needless for me to tell you my feelings, or the feelings of all other theatre owners all over the USA who have lost their livelihoods, but there seems to be no alternative but to quit. And you know why!

HARRY FLEISHMAN  
Brighton Theatre

*EDITOR'S NOTE: Another theatre has died. We mourn with you, Mr. Fleishman.*

From ST. PAUL, MINN.

MOTION PICTURE EXHIBITOR is a very good trade paper, but for the last few weeks there has been no news from the Minneapolis territory. How come?

N. F. TUBBESING, JR., Manager  
Mounds Theatre

*EDITOR'S NOTE: You are very alert. Our Minneapolis correspondent for many years just changed his job out*

**THE BEST  
Exploitation Stunts  
by THE MOST ABLE  
Theatremen . . . are  
published every second  
-week in the separate,  
saveable —  
EXPLOITATION  
Section**

**Why? Because we  
award \$1,000 in Prize  
Money . . . PLUS the  
usual "sheepskins".**

**Hard-working theatremen  
know the difference!**

**SEE FOR YOURSELF!**

**LOOK**

*there and resigned. If you have anyone in mind, who might be able to do the job for us, how about asking him (or her) to get in touch?*

From NEW YORK, N.Y.

With regard to your recent announcement that MOTION PICTURE EXHIBITOR would provide space for pictures and biographies of deceased industry veterans, who have 20 or more years of industry service to their credit, can you tell me whether you intend this to cover only such veterans who have died since the announcement was made? Or will you accept similar items covering the deaths of those veterans who have died during the past six or more years? In other words, is it your desire to cover both the past and the present?

LEW GROFSIK  
Neumade Products Corp.

*EDITOR'S NOTE: We sincerely wish that it were possible to record all of the past deaths of all of the thousands of industry veterans who have died during the past 50 years. But neither space nor facilities would permit it. We're afraid the start of 1959 is about as far back as we can go.*

From PASSAIC, N.J.

On Friday of last week, a discussion arose concerning "PORK CHOP HILL," and based on having seen the symbol WB after the title in your pink Alphabetical Guide sheets from the May 6 and May 20 issues, I stated it was a Warner Brothers picture. Mr. Hecht, of our firm, stated it was a United Artists picture.

So, confident in the accuracy of MOTION PICTURE EXHIBITOR listings, that I have experienced during my last 13 years in this industry, I bet \$25 that your listing was right. Further investigation proved, however, that it was in fact a United Artists attraction. I am, therefore, out \$25, and my faith in the accuracy of MOTION PICTURE EXHIBITOR listings is now shattered.

Please! No further errors! For I can't afford to lose any more money.

RUDOLPH F. DE BLASIO, Manager  
Central Theatre

*EDITOR'S NOTE: A bunch of hard-working guys, under the pressure of deadlines, must make an error every now and then. And we must have made many in those 13 years. Just think of how many features we have listed accurately in those years.*

From ARLINGTON, O.

MOTION PICTURE EXHIBITOR is a great help to us, and without it we would be lost when booking our films. It serves our purpose very well, and is worth many times the subscription cost.

AMANDA AUTO THEATRE

From NEODESHA, KAN.

MOTION PICTURE EXHIBITOR is the best in its field.

G. E. KLOCK, Owner  
Klock Theatre

From BALTIMORE, MD.

Even though I am now retired, I **MUST** have my MOTION PICTURE EXHIBITOR.  
LOUIS J. FREDERICK, Theatre Manager



# NEWS CAPSULES

## Skouras On U.N. Group

NEW YORK — Spyros S. Skouras, president of Skouras Theatres Corporation, has been appointed to serve on the advisory council of the United States Committee for the United Nations, it was announced last week by Charles F. Willis, Jr., national chairman.



## BROADWAY GROSSES

### Holdovers End Long Runs

NEW YORK—Business was fair on Broadway last weekend as holdovers came to the end of long runs in several cases. There were no openings for the second week in a row.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

**"WOMAN OBSESSED"** (20th-Fox). Paramount (\$39,453)\*—The last nine days, including the third week registered \$23,000.

**"ASK ANY GIRL"** (MGM). Radio City Music Hall (\$147,610)—Thursday through Sunday registered \$90,000, with the fourth and last week headed for \$140,000. Stage show.

**"PORK CHOP HILL"** (UA). Roxy (\$55,405)—Friday through Sunday tallied \$22,000, with the third week reported at \$34,000.

**"THE WORLD, THE FLESH, AND THE DEVIL"** (MGM). Capitol (\$33,350). The fourth and last week garnered \$14,000.

**"AL CAPONE"** (Allied Artists). Victoria (\$22,900)—The 12th and last week was reported at \$12,000.

**"ALIAS JESSE JAMES"** (UA). Astor (\$25,630)—The fifth week showed strength at \$18,000.

**"THE YOUNG PHILADELPHIANS"** (WB). Criterion reported that the fourth week would hit \$19,000.

**"SOME LIKE IT HOT"** (UA). Loew's State. The 11th week was a solid \$33,349, with Sunday of the 12th week hitting \$5,170.

**"DIARY OF ANNE FRANK"** (20th-Fox). RKO Palace business slipped below average on a reserved seat policy.

\*Figures in parentheses represent 1958 averages as compiled by MOTION PICTURE EXHIBITOR.

## A Quick Summary of All Important Industry News Condensed for the Busy Executive.

**FORMS FOR THIS PAGE CLOSED AT 2 P.M. ON MON., JUNE 15**

## Canadian Exhibs Map Anti-Pay-TV Campaign

NEW YORK—Furnished with a blue print by Theatre Owners of America of the procedural steps it developed in the United States to combat all forms of pay-TV, Canada's TCA unit is launching a campaign to alert Canadian residents and the Canadian Government to pay-TV.

The campaign is the result of a session of more than 40 leading Canadian exhibitors, called by Joseph Strauss, president, Canadian branch of TOA, and attended by the Quebec Allied Theatrical Industry Association, in Montreal to hear Philip F. Harling, chairman of TOA's toll-TV committee.

The meeting was called after Famous Players Canadian Corporation announced earlier this month that pay-TV would be introduced this autumn in an undisclosed Toronto suburb. Barney Balaban, president of Paramount Pictures, told his annual stockholders' meeting that plans of the International Tele-metr Company, another Paramount subsidiary, had advanced to the point where the company expects to see its system in operation "in several thousand homes" by next year.

Strauss said the Canadian exhibitors are mapping plans for an immediate two-fold campaign:

1. To acquaint the public with the costs it would have to bear for pay-TV entertainment, in the belief that public sentiment would oppose such costs.
2. To petition the Canadian government to the legal problems involved in toll-TV, such as those which in the United States have resulted in a stringent F.C.C. control of limited over-the-air toll-TV testing, and proposed legislation to similarly control cable-TV.



In Lexington, Nebr., folks know Ralph E. Falkenburg, Sr., and his son, Ralph E. Jr., as owners and operators of the Majestic. We'd like to salute them as a grass roots example of a father-son team demonstrating faith in the motion picture industry. Ralph Sr., 73, has been in movie business since 1905, and his son has been associated with him for 18 years, with three years time out for Marine Corps service.



## FILM FAMILY ALBUM



Marjay H. Wren, daughter of Mr. and Mrs. Jay Wren, recently graduated from University of Pennsylvania Hospital School of Nursing. Wren is vice-president of Viking Theatre Company, Philadelphia.

### Obituaries

George Bressler, head booker for United Artists in Cleveland, died June 5, following a heart attack. Before joining United Artists about five years ago, he had been Paramount accountant and office manager.

Thomas A. Persons, who produced the first film version of "The Spoilers," in 1912 for Selig Polyscope Company, died June 4, in Chicago.

### Arrivals

Mr. and Mrs. Arthur Broidy, of New York City, have announced the birth of their son, Barton Keith, in Cedars of Lebanon Hospital, June 5. Broidy is the son of Steve Broidy, Allied Artist's president.

### Anniversaries

Mr. and Mrs. Harry Thomas celebrated their 40th wedding anniversary, June 1, in San Francisco. Thomas is west coast representative for the Conventional Distributing Company.

## N. J. Allied Reelects Sidney Stern As Prexy

GROSSINGER'S, N. Y. — The Allied Theatre Owners of New Jersey at their annual convention held here last fortnight reelected Sidney Stern as president for another term.

All other officers were continued in office. They include John Harwan and Howard Herman, vice-presidents; A. Louis Martin, treasurer; Richard D. Turteltaub, secretary; and Irving Dollinger, national director.

The convention was addressed by Ira Meinhardt, chief barker, New York Variety Tent, and Abe Dickstein, 20th-Fox.

In a report presented by Harry Lowenstein, insurance adviser to the group, hope for a reduction in fire insurance rates was held out to the New Jersey theatremen.

## Industry's Most Complete Saveable Review Section

### IN THIS ISSUE

1. Born To Be Loved (U-I)
  2. Day Of The Outlaw (UA)
  3. The Horse Soldiers (UA)
  4. The Hound Of The Baskervilles (UA)
  5. John Paul Jones (WB)
  6. The Most Wonderful Moment (Ellis)
  7. Of Love and Lust (Films Around The World)
  8. Say One For Me (Fox)
  9. South Pacific (Fox)
  10. Tarzan's Greatest Adventure (Par.)
  11. The Woman Eater (Col.)
- and 11 SHORT SUBJECTS



# United Artists Net Continues Climb

**Increase In Gross Also Reported As Quality Films Pack Schedule; Subsidiaries Add To Optimistic Outlook**

NEW YORK — At the annual United Artists stockholders meeting last week, chairman of the board Robert S. Benjamin reported a 12 percent increase in net earnings for the first quarter of 1959 over 1958, and president Arthur B. Krim forecast continuing growth based on the finest backlog of quality films in the company's 40-year history.

UA's gross world-wide income for the first quarter of 1959 totalled \$19,297,000, against \$16,504,000 for the like period in 1958, Benjamin told shareholders gathered at the Astor theatre on Broadway.

First quarter net earnings for 1959 were \$712,000, compared with \$636,000 for the comparable period of the previous year.

The quarterly net represents earnings of 51 cents per share on the 1,390,107 shares outstanding on April 4, 1959. This compares with net earnings of 46 cents per share for the first quarter of 1958, after adjusting the shares then outstanding to the number outstanding at April 4, 1959.

Benjamin also reported that United Artists theatrical gross revenues for the first nine weeks of the second quarter of 1959 is 22 percent over the comparable period of 1958, totaling \$13,325,000 in 1959 compared with \$10,925,000 for the same period last year.

Benjamin then announced the following additional corporate developments over the past 12 months:

The board, acting on authority voted by the stockholders last year, has put into effect a restricted stock option plan for key executives.

In connection with the company's redemption of its convertible debentures, Benjamin informed the stockholders that as of the close of business on June 8 of the original \$10,000,000 of convertible debentures, there remained only \$488,900 outstanding. He pointed out that the right to convert into common stock will expire at the close of business June 12. All those who do not convert by that date will have their debentures redeemed on June 22 at 107 percent of the principal amount, together with accrued interest up to June 22.

Krim sounded a glowing note for the company's future prospects.

"Not only are these prospects most promising," he declared, "but there is every reason to expect continued growth of the company in the balance of 1959 and into 1960 and 1961."

Krim cited the outstanding calibre of United Artists backlog of unreleased films and of projects slated for production over the next year. He stressed that United Artists "principal business is the distribution of feature motion pictures for theatrical showings throughout the world, consequently our forecast for the future must necessarily depend on the quality of our films."

Krim reiterated his faith in the company's pattern of operation—the financing and distributing of motion pictures made by leading independent producers. He said this policy has succeeded in attracting a distinguished group of independent producers, producer-stars, stars, directors and writers.

Turning to UA's non-theatrical subsidiaries, the company president declared "our confidence in the future receives added im-



Arthur B. Krim, president, United Artists, is seen addressing the company's recent stockholders meeting in New York City. On the left is Robert S. Benjamin, chairman of the board, while on the right is William Heine-man, vice-president in charge of distribution.

## Variety Boys' Ranch Sold

DALLAS — The chant of the auctioneer and the pounding of his gavel marked the end of the famous Variety Club Boys' Ranch at Bedford, Tex., last week as auctioneer Irv Rosen sold this fabulous 229 acre property to the highest bidder.

Home to hundreds of boys over the past 20 years, Boys' Ranch has been closed nearly a year; its dormitories vacant; its swimming pool unruffled by happy splashing; its gymnasium now silent and deserted.

Due to the increase of city and county facilities for handling juvenile problems, the necessity of Boys' Ranch has lessened to a degree to warrant its discontinuance. Proceeds from the auction sale will go into the Variety Foundation of Texas, which has as its new charity project the Variety Heart Wing of the Children's Medical Center.

petus from the results shown and by the potential indicated by these new fields of endeavor.

He cited United Artists Records, Inc., headed by its president Max E. Youngstein and executive vice president David V. Picker, which is growing daily and operating on an increasingly broader basis, although little more than a year old. "By 1960 we expect it will make an important contribution to United Artists gross and profit," he added.

Krim was equally sanguine about the operation of United Artists Television, Inc., under the leadership of Herbert L. Golden, its president, and Bruce Eells, executive vice president. During its first year of existence this company has made remarkable progress. He predicted that the television subsidiary also will make an important contribution to UA's gross and profits in 1960.

Prospects also are excellent for Lopert Films, a subsidiary acquired during the past year for handling specialized feature product.

Krim reviewed the situation of United Artists Associated which in 1958 acquired Associated Artists Productions and with it the pre-1948 Warner Bros. film library, plus a number of cartoons.

Officers and members of the board were reelected. Proposal two regarding auditor selection was carried, while proposal three which would have made mandatory the owning of company shares by members of the board was defeated. Seventy-nine per cent of the stock or 1,202,536 shares were represented at the meeting in person or by proxy.

## "Gold Rush" Hassle Brings Injunction Suit

NEW YORK — The Roy Export Company Establishment and Lopert Films, Inc., last week filed their complaint against Excellent Films, Inc., operating the Inwood Art Theatre in Queens; Robert B. Fischer, doing business as Film Masterpieces, of Washington, D.C.; and various other individuals and corporations alleged to be associated with Fischer, as well as against the owners of the Grande on East 86th Street, Manhattan, seeking an injunction against further distribution and exhibition of the Charlie Chaplin feature picture, "The Gold Rush," as well as damages and an accounting for past distribution and exhibition thereof.

The action was brought in the New York state court, upon the legal theory of "unfair competition," or "unfair trade practice." The complaint alleges, among other matters, that Roy Export is the only lawful owner of all positive prints and negatives of "The Gold Rush"; that Film Masterpieces is distributing or exhibiting prints that were either themselves wrongfully obtained or were "duped" from wrongfully obtained prints; and that the film has been distorted by Film Masterpieces by the addition of an inferior sound track.

Plaintiff charges that the distribution and exhibition of such wrongfully obtained or duped prints by Film Masterpieces and its licensees unfairly competes with the authorized distribution by Lopert Films of the 1942 version of "The Gold Rush" for which Chaplin himself created the sound narrative and descriptive dialogue which he personally narrated, accompanied by a special musical sound track; that defendants' unauthorized distribution and exhibitions of such prints, and their advertising thereof, misleads the public as to the source from which authorized prints of the Chaplin-made sound version of the motion picture may be obtained; and that public performance of defendants' inferior sound version will injure and detract from the reputation and quality of the Chaplin work.

Sargoy and Stein are attorneys for plaintiff Roy Export, with Phillips, Nizer, Benjamin, Krim and Ballon appearing as attorneys for the co-plaintiff, Lopert Films, Inc.

## Loew's Plans New Building

NEW YORK—Eugene Picker, president of Loew's Theatres, announces that the building at 1546-1548 Broadway will be demolished, and an entirely new building constructed on the premises. The alterations will be extensive and will cost upwards of a quarter million dollars.

The property is owned by Loew's Theatres. The new building will be ready for occupancy about Oct. 1 and will include three floors in addition to the store on the ground floor. It will be suitable for offices and show-rooms.

## TOA Insurance At \$2,500,000

NEW YORK — It was reported last fortnight by the Theatre Owners of America that nearly \$2,500,000 worth of group life insurance has been taken out by its members with nearly 200 members so far having taken advantage of the program.



## Phila. "Old Newsboys" Assist Variety Camp

PHILADELPHIA—An army of volunteer newspaper vendors recruited from the top ranks of business, entertainment, sports, government and organizations will fan out over the Philadelphia area for the second annual Old Newsboy's Day today (June 17).

Dressed in colorful aprons and top hats, these prominent hawkers will take to the street corners to sell copies of a special four-page edition of the Inquirer for the benefit of the Philadelphia Variety Club's Camp for Handicapped Children.

Leo Beresin, chief barker of Philadelphia's Variety Club, Tent 13, urged all Philadelphians to get behind the second annual fund-raising drive and to beat last year's sales figures.

The project will be bigger this year, with the entire city covered by the army of volunteers. Last year, only the center city area was canvassed. In the midtown, the hours will be from 11:30 a.m. to 2:30 p.m. In the outlying districts, the hours will be from 5:00 to 8:00 p.m.

William F. Kelly, president, First Pennsylvania Banking and Trust Company, will again act as honorary chairman. Jack Beresin, a past international chief barker, will serve as general chairman. Jack Drucker, assistant chief barker of Tent 13, is coordinator for the event.

The camp is located near Worcester, Pa., 22 miles north of Philadelphia in Montgomery County. This year girls will be admitted for the first time.

Members of the Old Newsboy's Day steering committee include Ralph Pries, Sylvan M. Cohen, Mike Felt, Ray Gathrid, and Edward Emanuel.

## Brandt Firm In Property Buy

NEW YORK — Harry Brandt, president of Pamela Amusement Co., Inc., announces purchase by the corporation of two parcels of property on the southwest corner of Broadway and 89th Street, consisting of the 950-seat Yorktown Theatre and a two-story building containing seven stores and five second-floor offices. The Yorktown is a Brandt Theatres operation.

Sellers are Katherine D. McGratty, Julia D. Berghold and Virginia D. Curry.

## Warners Bounces Back Into Black For Six Months After Loss In '58

NEW YORK—Warner Bros. Pictures, Inc., and subsidiary companies report for the six months ending Feb. 28, 1959, a net profit of \$4,626,000 after a provision of \$2,250,000 for federal income taxes.

For the six months ending March 1, 1958, the company reported a net loss of \$2,894,000 representing a loss of \$394,000 after an estimated carryback credit of \$800,000 for federal income taxes and a special provision of \$2,500,000 for estimated loss on advances to independent producers.

The net profit for the six months this period is equivalent to \$2.91 per share on the 1,585,196 shares of common stock outstanding at that date after deducting 897,051 shares held in treasury.

Film rentals, sales, etc., amounted to \$40,373,000; dividends from foreign subsidiaries not consolidated were \$642,000; and profit on sales of capital assets was \$707,000 for the six

## ITOA Resolution Favors Efforts To Eliminate Fall "Orphan" Period

### COMPO PR Network Covers 53 Key Cities

NEW YORK—COMPO's national public relations network already has outlets in 53 key cities, Charles E. McCarthy, COMPO information director, announced last week in making public a list of 117 of the nation's top publicity, advertising, and exploitation men who have agreed to serve.

Press releases for distribution through these outlets are now in the course of preparation, McCarthy said, and mailing probably will be started shortly. With the close cooperation of these local committeemen, he added, it should be possible to obtain constructive publicity in most of the metropolitan dailies and a substantial percentage of the papers of smaller circulation.

### 600,000 Seats For Fight

NEW YORK — Irving B. Kahn, president, TelePrompTer Corporation, whose Group Communications Division is producing the closed circuit telecast of the Patterson-Johansson championship fight on June 25, announced last week that the greatest number of seats ever available for such an event are on sale, with the estimate being 600,000 seats.

Among the circuits carrying the fight are Loew's, RKO, Stanley Warner, Balaban and Katz, Wometco, Paramount Gulf, and Fabian.

### Para. Studios Remodeled

NEW YORK—Completion of consolidation and remodeling of the Paramount Pictures Cartoon Studios here was announced by Russell Holman, Paramount eastern production manager, under whose general supervision the studios operate.

The newly redecorated efficiency quarters are located at 35 West 45th Street, whereas previously the Paramount cartoon division occupied space at both 25 and 35 West 45th Street.

NEW YORK—At a membership meeting in the Hotel Astor recently, the Independent Theatre Owners Association passed a unanimous resolution urging all exhibitors to participate in business-building campaigns during the last four months of the year to prove that quality attractions will do business 52 weeks of the year.

The resolution especially commended Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, for his efforts in behalf of orderly distribution and took note of the fact that Paramount Theatres are conducting a mammoth year-end campaign to hypo the boxoffice receipts with a minimum of 29 important attractions scheduled to be released from September to the year's end.

Commenting on the resolution, ITOA president Harry Brandt stated: "The industry has recently been tasting the bitter fruits of disorderly release. With the summer momentum and better than seven important pictures per month slated for the post-Labor Day period through December, the industry, particularly exhibition, has a golden opportunity to make orderly release a reality and prove that the even spacing of product has decided advantages. There is no better way of keeping movie-going interest at a maximum throughout the year without lulls induced by the withholding of product from the market. The only way to get rid of any 'orphan' period is to adopt it and give it some care."

### Loew's Managerial Manual

NEW YORK — Ernest Emerling, vice-president of Loew's Theatres in charge of advertising and publicity, has prepared a Loew's Theatres' Managerial Manual for exclusive use of Loew's theatre personnel.

Loew's Theatres Managerial Manual is being sent to managers, division managers, and top executives of the circuit, and is actually a managers' training course. The manual, which includes 272 pages, with cuts, drawings and charts, was prepared by Emerling with the cooperation of Loew's department heads.

The manual, applicable to both intown and out of town theatres, includes sections on publicity, advertising and exploitation; real estate; mechanical and maintenance departments; projection and sound; cash, tickets and accounting; accidents and legal departments, and a special out of town supplement.

The idea was instituted by Eugene Picker, president of Loew's Theatres, who feels that this unusual brochure is a perfect managerial guide for all Loew's Theatres employees. The brochure will be used as a text book in the recently inaugurated theatre training course.

### "Hot" Maintains Record Pace

NEW YORK — United Artists' "Some Like It Hot" has rolled up a huge \$507,923 gross for 10 weeks at Loew's State here, it was announced by William J. Heineman, vice-president in charge of distribution. The Mirisch Company presentation, holding over for an 11th week, registered a solid \$32,256 for its 10th week at the newly-remodeled 1800-seat Broadway showcase.

Announcing the total, Mr. Heineman declared: "The half-million-dollar gross for 10 consecutive weeks sets a record for a theatre of this size anywhere in the world."





# The NEW YORK Scene

By Mel Konecny

LAST WEEK in the midst of a heat wave, we got a sudden call from the Navy to fly out to the aircraft carrier U.S.S. Wasp for a special preview presentation of the Warners release, "John Paul Jones." Visualizing cooling ocean breezes and all the comforts that go therewith, we said, "Why not."

Before you could say "John Paul Jones," we were bound for Floyd Bennett Field where Wasp pilots loaded us with a fully equipped "Mae West" life jacket, a parachute, and a seat belt. They also reminded us,

"When you hit the water, pull this lever."

Thirty-five minutes later and over a hundred miles out in the Atlantic Ocean, we hit the deck of the carrier with a thud. Greetings from the officers and crew followed as did coffee, a briefing on the problems of hunting down enemy missile carrying submarines, more coffee, a thrilling demonstration showing task force Bravo, of which the Wasp is a part, going through a "killing of a submarine" with helicopters, two-engine Grumman sub hunters, destroyers with depth charges, sonar, etc. More coffee. Dinner.

The showing of "John Paul Jones" took place in the hangar deck of the carrier via a special 35mm portable projector that was flown in. The ship's sound equipment and acoustics distorted the soundtrack, which marred the presentation. This was unfortunate as Navy viewers would have liked the film, especially because of the naval aspects, action, etc.

A small group of us were up at the crack of dawn to catch special helicopters that flew us back so that we could meet deadlines. Others in the press contingent remained on board to greet the Secretary of the Navy, Vice-President Richard Nixon, Governors Miner and Rockefeller, etc., as part of the "open house" activities of the Navy, whose vessels were to be inspected by the general public while tied up at New York City piers.

The plea for more attention to the matter of submarine chasing and killing made by task force commander Rear Admiral Robert J. Stroh and other officers was a revealing and startling one. This branch of our defense has been neglected, it was said, making it relatively easy for undetected enemy subs to sneak close to our shores and loose missiles which could wreak destruction within a five hundred mile radius of the coast. Navy officials showed the means and methods used in combatting this threat but admitted that much remains to be done before potential danger can be eliminated. They pleaded for a little bit of attention in this day of space gimmicks, guided missiles, etc. This, we believe, having seen and heard the potential dangers that lurk on the ocean's bottom, they are entitled to.

"Commander" Graham Wahn represented Warners and "John Paul Jones" on board, while "Rear Admiral" Myer Hutner was in command at home office headquarters. The film, incidentally, was to have had its world premiere last evening (16) at the Rivoli on Broadway for the benefit of the Scholarship Fund of the New York Council of the Navy League of the United States.

P.S.—We had more coffee during the day-and-a-half at sea than we would consume in a week ashore.

**THE METROPOLITAN SCENE:** When "The Nun's Story" opens at the Radio City Music Hall, the Dartmouth College Glee Club will open on stage, which will mark the first theatrical appearance of the group in its 90-year history. . . . Over 500,000 miniature "H-Men" have already been ordered by exhibitors in connection with openings of the film. . . . Overcome by the success of the film, "Room At The Top," Signet Books has run off a second printing of the paper-back edition with stars from the film featured on the cover. Special campaigns are also in order in addition to new accessories, etc. It's a Continental release.

## 17 Pa. Boroughs Repeal Tax

NEW YORK — Seventeen Pennsylvania boroughs have eliminated local admission taxes since the first of the year, Charles E. McCarthy, COMPO information director, reported recently in making public the latest results of its continuous survey of state and local admission taxes.

With a few boroughs still unreported, this brings the number of borough admission taxes still in effect to 40, as compared with 79 on Jan. 1, 1957, when COMPO began its survey.

During the same period, the number of local admission taxes in Pennsylvania cities has dropped from 29 to 21. There also have been a substantial number of repeals and reductions in Pennsylvania townships and school districts, the survey of which has not yet been completed.

The Pennsylvania boroughs which have repealed taxes this year include Bloomsburg, Braddock, Carlisle, Clarks Summit, Elizabethville, Hawley, Honesdale, Lewisburg, Littlestown, Milton, Plymouth, Prospect Park, Renova, Royersford, Topton, West Hazleton and Williamstown. In addition, the borough of Bangor has cut the local amusement tax from eight percent to four percent.

## All WB Divisions Join Meet

NEW YORK — Representatives of Warner Bros.' television, music and records divisions will attend the company's combined domestic and international sales convention in Los Angeles June 17-21. This will mark the first time that all four Warner Bros. activities have participated in a joint sales session.

Sales plans for pictures in immediate and future release, as well as for films scheduled for future production, will be discussed by the 135 delegates. Latter include division managers, branch managers and field men from the 38 Warner Bros. offices in the U.S. and Canada and representatives from various foreign branches.

## MGM-TV To Add N.Y. Studio

NEW YORK—Expanding its production facilities for commercial and industrial films, MGM-TV will open a studio in New York City on or about July 1, 1959, it was announced by George T. Shupert, vice-president in charge of television. The New York studio will be located at 550 Fifth Avenue and will be used to augment MGM-TV's commercial and industrial film production facilities at MGM Studios, Culver City, Cal.

## 22 Simultaneous World Openings For "Beach"

NEW YORK—Stanley Kramer last week announced a dramatic plan to premiere "On The Beach" simultaneously in 22 major cities of the world on the night of Dec. 17, 1959.

First event of its kind in the more than 50-year history of motion pictures, the multiple opening for Kramer's production, a United Artists release, will encompass capital cities on six continents.

Moscow will be included among the premiere cities, according to planning by Kramer and United Artists executives—William J. Heineman, vice-president in charge of distribution, and Arnold M. Picker, vice-president in charge of foreign distribution. Another is Melbourne, where Kramer produced and directed the film on location. Other cities are Amsterdam, Berlin, Brussels, Caracas, Chicago, Havana, Johannesburg, Lima, London, Los Angeles, Madrid, Manila, New York City, Paris, Rome, Singapore, Stockholm, Tokyo, Washington, D.C. and Zurich.

The precedential plan was outlined by Kramer at a press conference at United Artists home office, where he was presented by Robert S. Benjamin, chairman of the board of United Artists Corp.

"We believe 'On the Beach' to be the big-gets story of our time," said Kramer, "because it reflects the hope and fear on the minds of all peoples today. Book critics called it the 'most important and dramatic novel of the atomic age,' and we have tried to make a motion picture in keeping with the immensity of its theme."

"Yet our film, like the novel, is a story about people. It tells personally and intimately how five principal characters in Australia and the people around them react to the threat of radio-active drift following nuclear war that has wiped out the northern hemisphere."

## Minors' Employment Studied

HARRISBURG—A bill setting up new regulations in the employment of minors was passed by the State House of Representatives and sent to the Senate.

It would restrict working hours of minors under 18 attending school to 28 hours a week and minors under 16 to three hours on a school day, eight hours on a non-school day, and 18 hours in a school week. It would also prohibit employment of minors under 16 as helpers on motor vehicles.



Connie Towers, left, who makes her film debut in United Artists' "The Horse Soldiers," and Monique Van Vooren, featured in UA's "Happy Anniversary," flank Harry Brandt, president, Independent Theatre Owners Association, at the Waldorf, New York City, at the recent American Beauty Ball sponsored by the Victory Guild of New York Women for the University Settlement.



**here  
they  
come...**

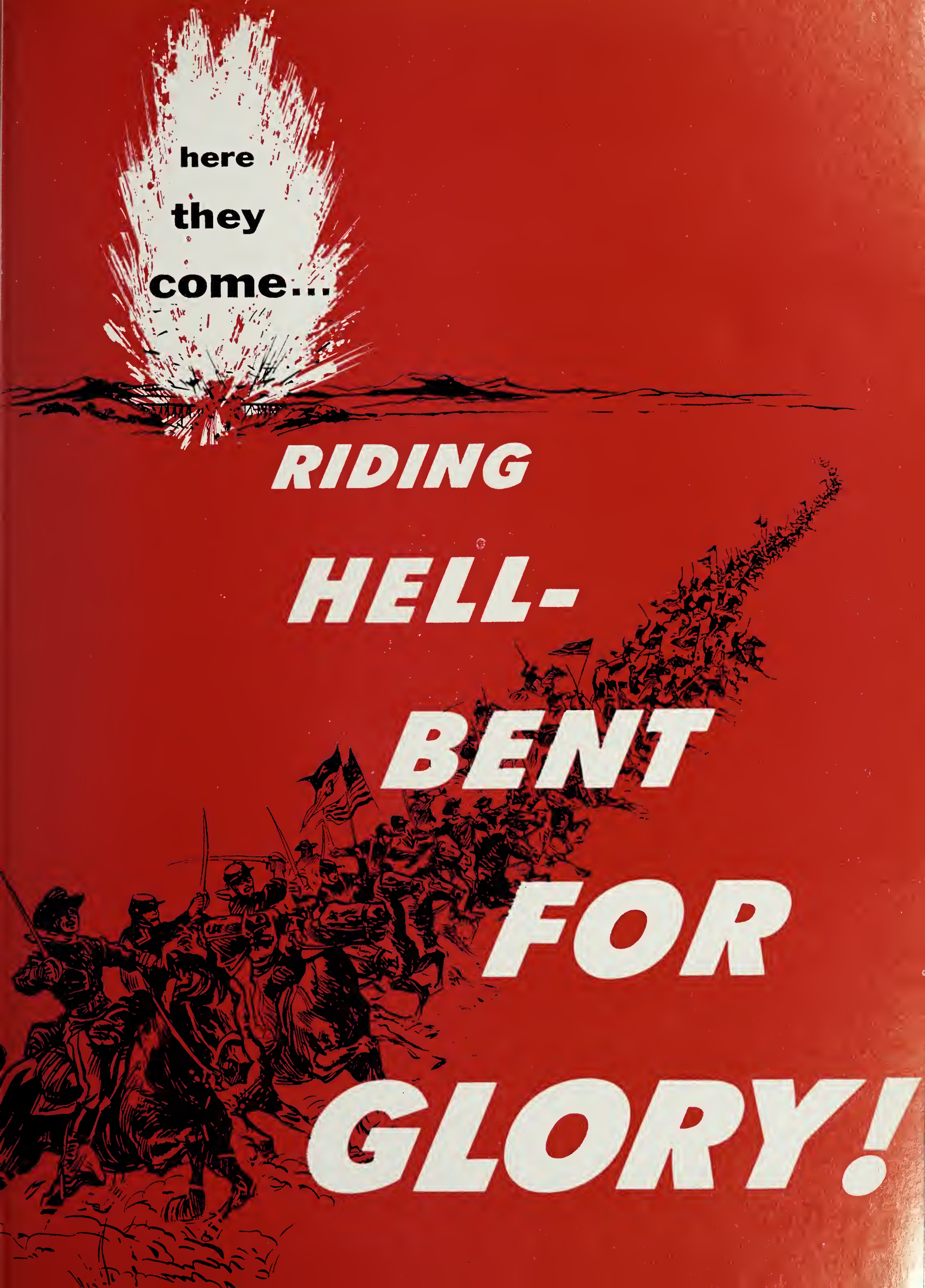
***RIDING***

***HELL-***

***BENT***

***FOR***

***GLORY!***





# JOHN WAYNE



# THE HORSE

JOHN FORD'S *thunder*



# WILLIAM HOLDEN



# SOLDIERS

*masterpiece of spectacle!*

Color by **DE LUXE**

THRU  
**UA**

40th Anniversary / 1919-1959



**UNPRECEDENTED PROMOTIONAL CAMPAIGN  
FOR THE NEW BOXOFFICE GIANT!**

# **THE HORSE SOLDIERS**

**"THE HORSE SOLDIERS" SPONSORS THE NATIONWIDE  
RADIO BROADCAST OF THE PATTERSON-JOHANSSON  
WORLD CHAMPIONSHIP HEAVYWEIGHT FIGHT JUNE  
25th AT THE YANKEE STADIUM! Never before such imagi-  
native, intensive selling for a new motion picture!**

WORLD PREMIERE in Shreveport,  
Louisiana, before a brilliant audience  
of civic, state and national celebrities!  
Big movie news everywhere via  
radio, TV and wire breaks...kicked off  
by the participation of John Wayne  
and William Holden in the gala  
festivities!

Full-page two color ads in advance of key  
regional openings coast-to-coast.

Heavy schedule of newspaper full-page and  
color ads in 25 additional cities.

Word-of-mouth build-up keyed to audience  
previews...massive book promotions by Dell  
and Harper's...and a tremendous music tie-  
in riding the popularity of the sound track  
and song albums by Constance Towers!

Printed in U.S.A.

THE MIRISCH COMPANY Presents

# **JOHN WAYNE · WILLIAM HOLDEN**

# **THE HORSE SOLDIERS**

with  
**CONSTANCE TOWERS**

and

**ALTHEA GIBSON**

Written for the screen by  
**JOHN LEE MAHIN**

and

**MARTIN RACKIN**

Directed by

**JOHN FORD**

A MAHIN-RACKIN PRODUCTION ·

**COLOR by DeLuxe**

**THRU  
UA**

40th Anniversary / 1919-



## Lewis, Para. Agree On \$10,000,000 Pact

HOLLYWOOD—The biggest single talent transaction in Hollywood history for the exclusive services of one star, involving a minimum sum in excess of \$10,000,000, has been completed between Jerry Lewis Productions, Inc., and Paramount. Jack Karp, studio head, and Lewis announced the pact.

The new contract gives Paramount exclusive rights to all Jerry Lewis motion picture talents for the next seven years including all independent motion picture production, in addition to the seven commitments Paramount had previously announced in which he will star.

Prior to this time, Lewis' independent pictures could have been made at any studio for release by any organization.

In announcing the new agreement, Karp stated that Jerry Lewis, both in partnership with Dean Martin and as an individual has been responsible for approximately \$100,000,000 film rental to the Paramount organization. Karp said that Lewis' solo box-office popularity, beginning with "The Delicate Delinquent," has steadily increased to a degree that virtually guarantees greater box-office returns per picture for each of Lewis' subsequent ventures at Paramount.

Specifically, the deal calls for Lewis to star in seven Paramount-York productions over a period of seven years. In addition, Lewis will produce and star in seven pictures to be made by Jerry Lewis Production, Inc. over the same period.

## Col. Reports \$275,000 Profit

NEW YORK — Columbia Pictures announced last week that the net profit for the 39 week period ended March 28, 1959, including non-recurring profit, was \$275,000. This compared with a loss in the similar period last year of \$1,047,000.

President A. Schneider pointed out that no federal income tax has been provided for the current period due to the loss carry-over of the prior year. The net profit for the most recent period includes \$2,622,000 representing the profit on the sale of the company's west coast laboratory facilities. Current estimates indicate there will be an operating profit in the fourth quarter of the present fiscal year.

## Soviet "Snow Queen" Pic Acquired By Universal

NEW YORK—"The Snow Queen," a full length animated feature in color produced in the Soviet Union and based on the classic Hans Christian Anderson fable, has been acquired for distribution in the United States and Canada by Universal Pictures Company, it was announced by Henry H. Martin, general sales manager of Universal.

This unusual feature film and one of the important film productions of the Soviet Union is being adapted for American release with a new narration and sound track, with voices of important Hollywood personalities being utilized. It will receive a major American release around Christmas time.

Work is already underway at Universal to adapt the feature for its American presentation, and the pre-selling advertising and promotion campaign planned on the picture will be on the same level accorded U-I's most important productions.



Victor J. Hoare, who has done a masterly survey on the situation in the British Film Academy's Journal, share the American distributors' worry over the constant growth of artificial barriers in the form of quotas, taxes, and limitations of imports. Restrictions in some countries are now almost prohibitive. Others favor a government sponsored agency to boost the product abroad on the lines of Unifrance and Unitalia.

Rank's Italian distribution company has just had its sales convention. A record 75,000 bookings were registered during the year, and "The Wind Cannot Read" has established an all time record gross for a Rank picture in the country. Now managing director James Alexander looks forward to beating this figure. A major feature on the agenda was the selling of Rank's first CinemaScope Eastmancolor presentation, "Ferry to Hong Kong," which stars Curt Jergens and Orson Welles.

Congratulations to W. H. Jamieson on his appointment as Rank's Latin America supervisor. He has risen from theatre staff. After a long stint as Rank Overseas publicity chief, he went to Buenos Aires to open the Rank South American exchanges as publicist.

AN EXCEPTIONAL PIECE of public relations has been affected by Associated British Cinemas. Ex-Superintendent Fabian of Scotland Yard, who is celebrated on TV, has been visiting ABC Saturday morning matinees addressing the youngsters on his experiences in the police and warning them of the dangers of consorting with strangers. Leaflets featuring pictures of Fabian and containing hints on how to be good citizens are distributed. An extensive press has resulted and parents have revealed an anxiousness for their children to attend the matinees to hear the famous detective. His tour of ABC theatres will continue throughout the summer. . . . The British Kinema Society, equivalent of the American Society of Motion Picture and Television Engineers, has been following the MPE reports on the new American Council for the Improvement of Theatres and Motion Picture Projection. It has a companion committee working here with the full support of all sides of the industry. Its terms of reference are: "To examine the whole process of motion picture presentation in its widest sense and to report on improvements which could be effected through the joint endeavors of all responsible parties in the fields of production, processing, distribution, and exhibition."

BRITISH LION'S Douglas Collins announced at a trade press get together in his Mayfair house that rentals at their Shepperton Studios would be reduced by as much as 25 per cent during the winter season. . . . Henry R. Lombroso, long associated with Republic, has been elected president of Globe Films International, that very enterprising Italian distribution and production company. . . . Cornel Lucas, Rank's celebrated stills and portrait photographer, has broken away to set up on his own in a specialised nature throughout the industry and in the advertising and commercial fields. . . . Michael Anderson has brought Gary Cooper, Charlton Heston, and the "Wreck of the Mary Deare" unit from Culver City to MGM Elstree to take full advantage of the British artists whom he required for vital parts. Julian Blaustein produces for MGM release. . . . Paramount reports that 5,113,174 patrons have thrilled at "The Ten Commandments" in Britain and Eire. . . . Rank announces a \$56,000 face lift for the Carlton, Norwich, which will be known to the many Americans who have served in the U.S. Forces in East Anglia. . . . With the neighbors always suggesting that I need window boxes for my apartment, a rose catalog did not seem inappropriate. On closer examination, I discovered the cover featured the "Gigi" rose, which the M-Gigi-M publicity department has inspired.

## \$1,000,000 Suit Filed

BOSTON—Lawrence Miceli, operator, Metro Drive-In, Palmer, Mass., filed an anti-trust suit last week asking for \$1,000,000 damages against eight majors and four exhibitors.

The complaint charges conspiracy among the defendants as to price-fixing, block booking, selective contracts, and clearance. Defendant theatres are in Palmer and Springfield, and the specific allegation is that the Metro Drive-In has been deprived of playing first-run product.

## Col. Stock Footage Available

NEW YORK — Sherman Grinberg, who operates independent film libraries here and in Hollywood, announced last week he will move his operation to the Columbia Studio where he will act as exclusive agent for the sale and rental of Columbia's stock footage. He will maintain his own business, with Columbia now having a financial interest in the operation.

# LONDON Observations

by Jock MacGregor

## Unique Drive-In Changes Hands

ALBANY—One of the oldest and most unique upstate drive-ins, Leeds at Leeds in the Catskill Mountains, has changed operating hands—from Bob Lamont to Paul Marcella, who served as projectionist for the former. Marcella bought the equipment from Lamont Theatre Service, Albany, and leased the land from William Van Vechten, long connected with the ozoner.

Around 1937, the late Harry Lamont opened Leeds as an outdoor theatre, with customers seated on the banks of Catskill Creek and looking across the water at pictures exhibited on a rubber screen. To set the latter nightly, it was necessary to row a boat across the creek. There were accommodations for 600.

Subsequently, a screen was erected within the plot of ground owned by Van Vechten. Benches were built, and loud speakers were installed. Finally, a finished drive-in was developed, but a walk-in section was continued.



**FOR ONE EXCITING YEAR A TREMENDOUS BEST-SELLER**

*... It is*

Magnificent! It is first of all a wonderful example of cinematic story-telling! Audrey Hepburn scores a triumph, and Zinnemann's expert direction makes the book a memorable screen experience! The work of both surely earns them Academy Award consideration, and as surely makes this a picture that will be talked about for long! A wonderful, exceptional picture, and more. It's great box office!

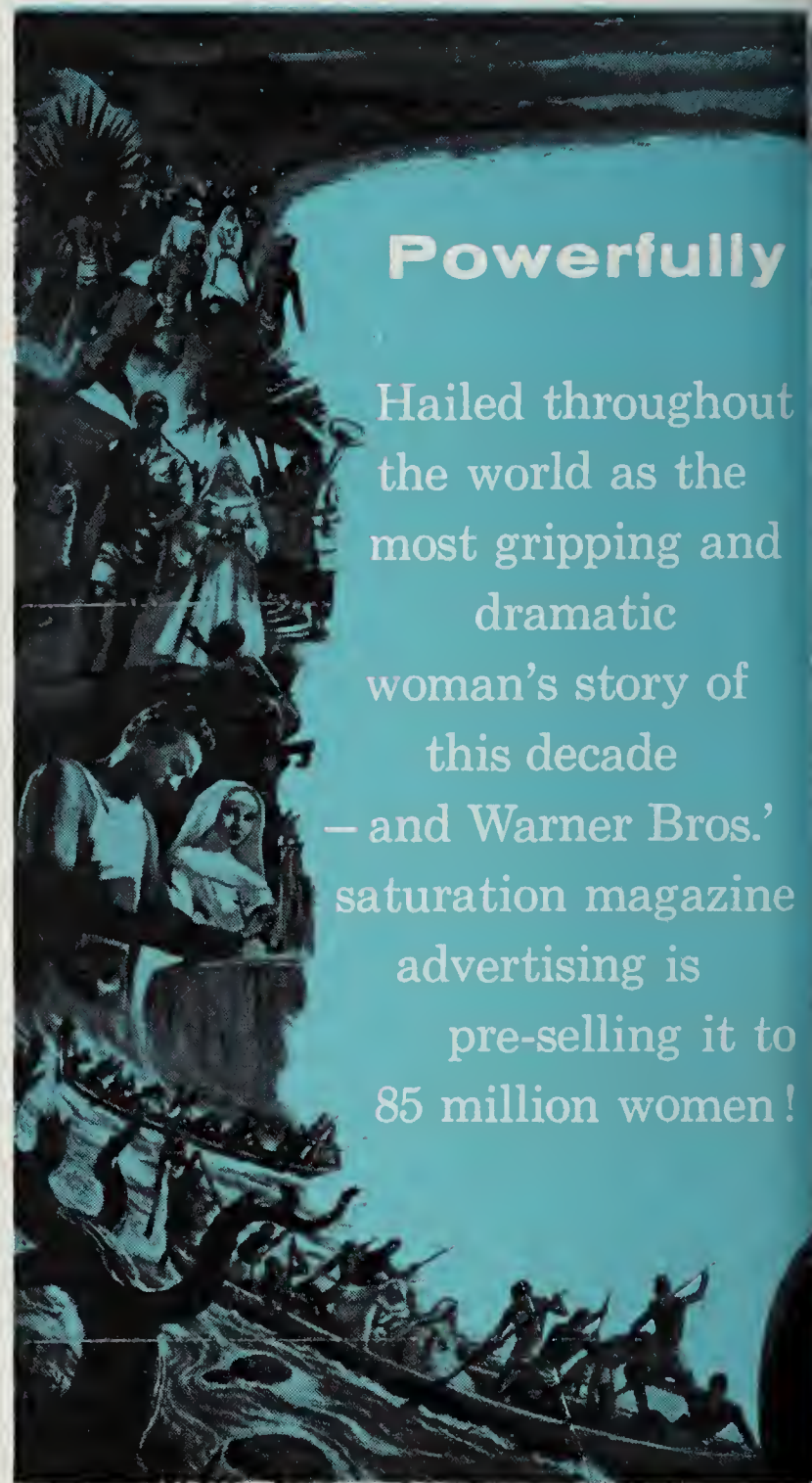
MOTION PICTURE DAILY

Strong boxoffice! Into Warner Bros.' sprawling, colorful, tender and absorbing picture has gone an array of many and varied skills! Heading them are the direction of Fred Zinnemann and the beautiful acting of Audrey Hepburn! This is a picture that comes to the commercial market with marked assets!

FILM DAILY

A film of rare beauty — of rare boxoffice value as well! Audrey Hepburn is the perfect casting and she gives a perfect performance! Packed with dramatically startling moments! There is a terrifically off-beat love story, kept tantalizingly within the bounds of good taste. An emotionally exciting picture!

HOLLYWOOD REPORTER



**Powerfully**

Hailed throughout the world as the most gripping and dramatic woman's story of this decade — and Warner Bros.' saturation magazine advertising is pre-selling it to 85 million women!

*WARNER BROS. presents*

# **AUDREY HEPBURN**

FILMED IN BELGIUM, ITALY, AFRICA — AND MOSTLY IN

CO-STARRING

**PETER FINCH** DAME EDITH EVANS

WITH MILDRED DUNNOCK • SCREENPLAY BY ROBERT ANDERSON  
BY HENRY BLANKE • DIRECTED BY FRED ZINNEBANN • • •

★  
**WORLD PREMIERE RADIO**



**HAS BEEN CHANGING INTO A TREMENDOUS MOTION PICTURE**

*ready!*

**pre-sold!**

A magnificent and monumental movie! Its assets run the length of its credit sheet and its profits will be in proportion to its quality! Merits the admiration of every theatremen and patron!

INDEPENDENT FILM JOURNAL

A soaring and luminous film! Audrey Hepburn gives her finest performance! Absorbing drama, pathos, humor, and a gallery of memorable scenes!

DAILY VARIETY

Guaranteed success boxoffice-wise, without question! Will have a tremendous appeal! Spares no effort to make this widely read book an equally profitable picture!

BOXOFFICE

A most remarkable and compelling film! Intense personal drama! Endless fascination! An achievement! Audrey Hepburn becomes unforgettable! Zinnemann has pulled it off beyond question! Film-making of a rare quality!

MOTION PICTURE HERALD

**DID YOU SEE THE 'LIFE' COVER AND 6 PAGES** (June 8th)?

First magazine quotes: **LIFE** —"A movie masterpiece!"

**GOOD HOUSEKEEPING** —"An absorbing experience! You will be on the edge of your seat!" **FAMILY CIRCLE** —"One of the most beautiful films ever turned out by a Hollywood studio!"

**SEVENTEEN** —"A great picture! Stunning!"

IN FRED ZINNEMANN'S PRODUCTION OF

# **THE NUN'S STORY**

THE CONSCIENCE OF A YOUNG AND BEAUTIFUL GIRL!

DAME PEGGY ASHCROFT DEAN JAGGER

FROM THE BOOK BY KATHRYN C. HULME • PRODUCED

• • MUSIC COMPOSED AND CONDUCTED BY FRANZ WAXMAN

TECHNICOLOR®

**CITY MUSIC HALL JUNE 18!**





# CANADIAN Highlights

*By Harry Allen, Jr.*

UNITED ARTISTS said thanks to the industry with a 40th birthday party in Toronto. Before the luncheon for members of the trade, the press, radio and its own staff, the company was host at a screening of the Frank Sinatra starrer, "A Hole In The Head." Then to two members of its own staff, Dick Knights, booker, and Harry Cohen, office manager, who have been with the company since its inception, Canadian general manager Charles S. Chaplin presented watches in commemoration of their service. George Heiber, Toronto manager, was toastmaster.

Chaplin thanked the industry for the confidence given the company, especially during some of its trying times when it was taken over by the new management. Today, the company is a leader and very important as a source of product, he told the guests.

**THE CHANGING** industry scene brought about a recently reorganized service and supply company, General Sound and Theatre Equipments, Ltd., with Lloyd C. Pearson as president and general manager. Pearson is former general sales manager of Dominion Sound Equipments, Ltd., which Northern Electric merged with Famous Players' General Theatre Supply Company to create the present firm. . . . The meeting of the Canadian Region of the National Association of Concessionaires, held in Toronto, attracted about 75 members from Ontario and Quebec. Eight speakers were introduced by J. J. Fitzgibbons, Jr., of Theatre Confections Ltd., Toronto, co-chairman with Syd Spiegel of Super Pufft Popcorn, Toronto. Topics such as service, quality, proper preparation, presentation, and pricing were emphasized by all the speakers. The Pepsi-Cola Company hosted the luncheon, and Coca-Cola, Ltd., hosted the cocktail party after the meeting was over.

**SEVERE REGULATIONS** and heavy taxes on theatres made operations difficult for the theatre owner during the past year, said J. Arthur Hirsch, president, Consolidated Theatres Limited, Montreal. The company, an affiliate of Famous Players Canadian Corp., showed a 10 per cent increase in consolidated net profit in 1958. The black figures were \$110,165, compared to \$100,482 for the previous year. . . . Okay, theatre owners, smarten up theatres. Danny Kaye, star of the Paramount release, "The Five Pennies," told a luncheon of trade and press that the industry wasn't getting much help from the exhibitor who let his house become run down. He reminded the boys that the patron was getting mighty selective, and a little paint on a few houses might pull in more patrons than the cost of the daubs.

**REEL CLIPS:** Two Famous Players houses, Capitol, Welland, and the Capitol, Chatham, have been moved into the fold of 20th Century Theatres through an agreement. . . . Robert Pacey is managing 20th-Fox's 16mm. office in Newfoundland. Address is 124 Water St., St. John's. . . . The new 150-car drive-in being built on a 10-acre site near Chase, B.C., will include two viewing rooms, a concession booth, and a playground for children to use before the start of the program. . . . Harold W. Giles is now managing director of Confederation Amusements, Montreal, succeeding the late John G. Ganetakes. President is still Fred Tabah, while Frank B. Chauvin, Q.C., is vice-president; William Mannard, treasurer; and William F. Tabah, secretary. . . . Andre Outmet is general controller for Compagnie France Film, Quebec distribution and exhibition company. He was formerly director of planning for the Canadian Broadcasting Corp.

## L.I. Welcomes Cinerama

NEW YORK — A gala theatre premiere for the benefit of St. Mary's Boys Home Foundation of Syosset, Long Island, will be held at the Syosset June 25, when "This Is Cinerama" opens there. The announcement was made by Frank Giorgio, president of the Foundation.

Proceeds from the benefit will be used to develop a recreation field at the St. Mary of the Angels Home for Boys at Syosset. Plans include a baseball diamond, basketball court, and other sports equipment. Also rehabilitation of school facilities and beautifying of the grounds are planned for the Home where approximately 80 boys between the ages of seven and 11 years old now live.

## "Birth" Nixed In Atlanta

ATLANTA — Formal notice of a refusal to permit commercial showing here of the sound film, "The Birth of a Nation," was received by the film owner's legal counsel from the local office of motion picture censor recently.

The 44-year-old controversial movie has been under a ban here since 1944, according to Mrs. Christine Smith Gilliam, motion picture censor for the city of Atlanta. The picture was originally scheduled for an engagement at the Fine Art Cinema.

## Trust Suit Dismissal Upheld

NEW YORK — The U. S. Court of Appeals last fortnight upheld the July, 1958, dismissal by Federal District Judge Thomas F. Murphy of the anti-trust suit brought against seven majors and AB-PT by Royster Drive-In, Theatre, Inc., operator, Peekskill, Peekskill, N. Y.

Conspiracy had been charged to deprive the theatre of product, and \$450,000 trebled damages sought. The house was acquired by Royster from AB-PT and went out business in 1952.

The Court of Appeals upheld Judge Murphy's finding that there was no evidence of conspiracy and added that the plaintiff failed to take advantage of competitive bidding when it was offered.

## Sullivan Leaves NAC

CHICAGO — It was learned last fortnight that Thomas J. Sullivan had resigned as executive vice-president and general counsel of the National Association of Concessionaires.

He is expected to announce a new affiliation soon. A successor has not been selected but one is expected to be named shortly.

In addition to the posts of vice-president and counsel, Sullivan had been in charge of NAC's headquarters in Chicago and served also as press and public relations director.

## "Anatomy" Bow Bally Continues To Snowball

DETROIT—The incredible publicity which has been accruing to Columbia's "The Anatomy of a Murder" continues to snowball.

First it was continuous front page news when the shooting of Supreme Court Justice John Voelker's novel began. Then the United Artists here was chosen as the site for the premiere. Pending is the announcement of the stars who will be brought in to intensify the ballyhoo.

Meantime, it has been decided to turn over the proceeds for the establishment of a Detroit Information Center for the Greater Detroit Chapter of the Association for the United Nations.

Accordingly, the story of proceedings is being recorded all over the society pages involving name-dropping of any Michigander who really is a who among whos. As an example Jane Schermerhorne of the "Detroit News" states, the ticket committee is making its headquarters on the huge new yacht, belonging to the David L. Gambles (Procter & Gamble) anchored at the Grosse Pointe Yacht Club. Among the many names appearing on the impressive committee list are Governor G. Mennen Williams, Mayor Louis C. Miriani, Walter Cisler (Detroit Edison), George Romney (American Motors), AFL-CIO's Walter P. Reuther, Mrs. Robert F. Weber (wife of the president of the J. L. Hudson Co.), prominent ministers, educators, and representatives of high finance.

## Pepsi Cola Winners Named

NEW YORK—The winners of the \$2,000 Pepsi Cola-Academy Awards Telecast exhibitor promotion contest were announced last week by the MPAA advertising and publicity directors committee and Norman Wasser, national manager of theatre sales, Pepsi Cola Company.

Judges commented that the promotional effort, as exemplified in the entries submitted, showed great ingenuity and the use of every known promotional medium.

The list of the cash prize winners follows:

Thomas J. Mitchell, Paramount, Baton Rouge, La.—one week Hollywood vacation for two or \$1,000 in cash; Henry Burger, Stanley Warner, Pittsburgh—\$500 U. S. Savings Bond; Bill Sorenson, Fox West Coast, Long Beach, Cal.—\$100 U. S. Savings Bond; Gene Spaugh, Newport News, Va.—\$100 U. S. Savings Bond.

Prize winners of \$50 U. S. Savings Bonds are Louis M. Crocco, Bonnie, Helper, Utah; H. A. Bishop, Manitoba Motion Picture Exhibitors' Association, Winnipeg; James W. Harmon, Princess, Harriman, Tenn.; Curtis Mees, Skouras Theatres Corporation, Hackensack, N. J.; Stephen Barbert, Palace, Lawrence, Mass.; and Leroy Doyal, Twin and Tascosa Drive-Ins, Amarillo, Tex.

## AA Acquires Seattle Exchange

NEW YORK — Allied Artists has acquired its Seattle exchange, giving the company a total of 23 wholly-owned branches in the United States, Steve Broidy, president, announced last week.

Harold Wirthwein, western division sales manager, arrived in Seattle from his Hollywood office to convert the exchange to a company-owned operation.

The exchange formerly was operated as a franchise-owned branch by Allied Artists Productions of California, headed by Mel Hulling of San Francisco, which owns the franchises also in Los Angeles and San Francisco.



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SOLE AND EXCLUSIVE LICENSEE OF THE  
AUTHORIZED VERSIONS IN THE UNITED STATES!

The only authorized  
original version with  
music and words by  
Charles Chaplin  
...narrated by the  
inimitable Charlie  
Chaplin



THE ONE AND ONLY  
**CHARLES  
CHAPLIN**

IN THE WORLD'S  
GREAT LAUGHING  
PICTURE

## the gold rush

WRITTEN, DIRECTED

AND PRODUCED BY CHARLES CHAPLIN

THE FUNNIEST MAN OF THEM ALL!

## CHARLIE CHAPLIN

THE FUNNIEST MOVIE OF THEM ALL!

## "MODERN TIMES"

Written, Directed and Produced by CHARLES CHAPLIN



NOW IN ITS 7th  
RECORD BREAKING  
WEEK AT THE  
PLAZA THEATRE,  
NEW  
YORK

"STILL A  
BEGUILING  
DEMONSTRATION  
OF SUPERB COMIC  
SKILL!"—Bosley Crowther,  
N. Y. Times

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## N.C. Exhibs Ask Cut In Theatre Taxation

DURHAM, N.C.—The House Finance Committee of the North Carolina Legislature recently approved bills which would reduce taxes on theatres by an estimated \$35,000 a year for the next biennium and recoup part of the losses by making the present tax on popcorn sold in theatres applicable to all popcorn sales everywhere. Extension of the popcorn tax would bring in an estimated \$30,000 yearly for the next two years.

Action on the bill came after theatre owners appeared before the Legislature's Joint Finance Committee to urge a tax cut, stating that operators are losing money and going out of business at an alarming rate and need

some sort of relief.

Admitting that the proposed lower taxes would cost the state in revenue, they recommended that a large part of the amount be recouped by taxing all popcorn sales, and offered a bill which would do this.

W. G. Enloe of Raleigh, city manager of North Carolina Theaters, who headed the delegation, pointed out that dime store popcorn is not now taxed while popcorn sold in theatres is. He said such a situation is "damnable" and "discriminatory." Enloe was followed in his testimony by several of the delegation who reiterated charges that the tax was damaging to business.

## Film Exchange and Dealer Listing for the ST. LOUIS FILM TERRITORY

A CONTINUING SERVICE • that will be re-edited and re-published at 8-month intervals.

### • Film Distributors

#### ALLIED ARTISTS, 3212 Olive St.—JEfferson 3-0477

Br. Mgr.: Maurice Schweitzer. Office Mgr. and Booker: Margaret Collins. Sales: Joe Howard. Asst. Booker: Jacqueline Ricker. Cashier: Dorothy Dressell. Emerg. Phones: Schweitzer, PArkview 7-2917; Lou LaVatta, Shipper, UNDERhill 7-4339.

#### BUENA VISTA (Disney), 3309 Olive St.—JEfferson 5-1159

Br. Mgr.: Wayne Stephenson. Office Mgr. and Booker: Marylu Sturhahn. Emerg. Phones: PArkview 7-4863; Stephenson, JACkson 2-8608.

#### COLUMBIA, 3306 Olive St.—FRanklin 1-2265

Br. Mgr.: Ray J. McCafferty. Office Mgr.: Rose Hearle. Sales: George Cohn, Stanley Smith. Booker: Charlotte Murphy. Cashier: Hermine Burgdorf. Emerg. Phone: Hearle, YOrktown 6-4723.

#### HOWCO, 3310 Olive St.—JEfferson 5-9430

Dist. Mgr.: W. C. Kroeger. Office Mgr. and Booker: Leora M. Kroeger.

#### METRO-GOLDWYN-MAYER, 3143 Olive St.—JEfferson 3-0201

Br. Mgr.: Harry Hopkins. Office Mgr.: Clarence Ritzler. Sales: George Reilly, Arthur O'Toole, Alfred Coco. Bookers: Frances Hoffman, Henry Zach. Cashier: Fan Krause. Field Exp.: Norman Levinson. Emerg. Phone: Hopkins, HArrison 7-8196.

#### NATIONAL FILM SERVICE, 3330 Olive St.—FRanklin 1-6572

Owner and Mgr.: Meyer Kahan. Office Mgr.: Forest Backham. Emerg. Phone: PArkview 7-1583.

#### H. J. O'BRIEN, 3238 Olive St.—JEfferson 5-8827

Br. Mgr.: H. J. O'Brien. Emerg. Phone: None.

#### PARAMOUNT, 2949 Olive St.—OLive 2-3680

Br. Mgr.: Harry H. Haas. Office Mgr.: Jerry Bahner. Sales: William Sharpe, Joe Benedict. Booker: Edna Boyne. Cashier: Terry Boheim. Emerg. Phone: None.

#### REALART, 3206 Olive St.—JEfferson 3-6397

Owners & Mgrs.: Herman H. Gorelick, George E. Phillips. Cashier: Grace Engelhard. Emerg. Phones: Gorelick, PArkview 5-2586; Phillips, WOODland 1-9309.

#### 20TH CENTURY-FOX, 3330 Olive St.—JEfferson 3-3185

Br. Mgr.: William C. Gehring. Sales: Richard Stahl, Arthur McManus, Stanley Soderberg. Head Booker: Eve Waseem. Booker: Marcella DeVinney. Cashier: Mary Brun. Emerg. Phone: Gehring, PArkview 1-0048.

#### UNITED ARTISTS, 3316 Olive St.—JEfferson 3-0346

Br. Mgr.: E. J. Stevens. Office Mgr.: Helen Pausch. Sales: H. J. Buschman, Tony Beninati, Fred Mound. Booker: Ralph Hacker. Asst. Booker: Marshall McTague. Cashier: Ruth Bauchens. Emerg. Phone: Pausch, Prospect 6-1011. (Dist. Mgr. in residence: F. J. "Mike" Lee)

#### UNIVERSAL, 3203 Olive St.—JEfferson 3-3800

Br. Mgr.: Tommy Dunn. Office Mgr.: William Emas. Sales: Harry Hynes, Jr., Dave Ross. Bookers: Nick Misvraca, Woodrow Cole. Cashier: Marie O'Brien. Emerg. Phones: Dunn, PArkview 1-1094; Emas, FLanders 2-6380.

#### WARNERS, 3304 Olive St.—JEfferson 3-8656

Br. Mgr.: Hall Walsh. Sls. Mgr.: Lester J. Bona. Office Mgr.: Charles (Chick) Scheufler. Sales: Wallie Gleason, Homer Hisey. Bookers: Ed Ditzenberg, Terry Hynes. Cashier: Josephine Gollub. Emerg. Phone: Bona, HUDson 1-5333.

### • Supply Dealers

#### ANDY DIETZ ENTR., 3142 Olive St.—OLive 2-0603

#### NATIONAL THEATRE SUPPLY, 3212 Olive St.—JEfferson 1-6350

### • Screen Trailers

#### NATIONAL SCREEN SERVICE, 3318 Olive St.—JEfferson 3-9694

Br. Mgr.: Herb Washburn. Office Mgr.: Eddie Koehr. Sales: Benny Lass, G. Beckham. Cashier: E. Collmeyer.

### • Signs, Advertising and Printing

#### THEATRICAL PRINTING, 3311 Olive St.—FRanklin 1-4299

#### NATIONAL SCREEN SERVICE, 3318 Olive St.—JEfferson 3-9694

### • Film Delivery Services

#### ATOMIC SERVICE, Glynn Bloodworth, Blytheville, Ark.

#### CLIFF BURTT, 3304 Olive St.—JEfferson 3-8656

#### A. G. DRUMTRA, Staunton, Ill.

#### FILM TRANSIT CO., Memphis, Tenn.

#### HARRY KAHAN, 3330 Olive St.—FRanklin 1-6572

#### LEWTON TRUCK LINES, 905 S. Second St.—GARfield 1-5541

#### R&L FILM DELIVERY, 1341 N. Florissant Rd.—JACkson 1-1490

#### RUSSELL SCHMIDT, Sullivan, Mo.

#### BILL SMITH, Hannibal, Mo.

#### TOM SMITH, White Hall, Ill.

#### SOUTHERN ILLINOIS FILM SERV., Carbondale, Ill.

### • Service Companies

#### ALTEC SERVICE CO., 3010 South Grand Blvd.—PROspect 3-8698

#### RCA SERVICE CO.

W. C. Bowers, 2476 Hartland Ave., Overland 14, Mo.—HARRison 8-7513  
John L. Pyrtle, 6209 Peurifoy Ave., Berkeley 34, Mo.—JACkson 2-3715

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## Ohio "Blue Law" Bills Favor Film Exemption

COLUMBUS, O. — Film exhibition and other amusements are exempted from two proposed revisions of Ohio's ancient Sunday-closing "blue laws," currently being heard before the House Judiciary committee of the Ohio Legislature.

However, a section of House Bill 141, sponsored by Rep. Paul Lynch, Columbus Democrat, would empower Ohio cities and towns to "adopt such ordinances as deemed necessary and proper to control and regulate the conduct of the forms of recreation, sports or amusements made lawful by this section and to control, regulate or restrict the commercialization of any such form of recreation, sport, or amusement within their respective boundaries, and prescribe fines and penalties for their violation."

"Entertainments, sports events and exhibitions" are exempted from the bill sponsored by Rep. Frank J. Gorman, Cuyahoga County Democrat, to amend the "blue laws." His bill would forbid "persons, firms or corporations" from engaging in "common labor" on Sundays. The bill also exempts "works of charity or necessity."

Rep. Robert A. Taft, Cincinnati Republican, offered a bill to repeal the Sunday-closing laws. He said specific problems of Sunday businesses could be dealt with chiefly by "force of public opinion."

At the first hearing, Rev. Roland G. Hohn, pastor of First Methodist Church, Canton, urged adoption of Gorman's bill. Allen Brown, representative of the Hamilton County Anti-Blue Law Committee, backed the Taft repealer with petitions from merchants and their patrons. Ernest J. Easton, representing a Cleveland area retail merchants group, also favored repeal. Leslie Scrimger, administrative assistant to Mayor M. E. Sensenbrenner, said the Columbus city administration seeks a clarifying law.

The Senate Commerce and Labor Committee has postponed hearings on a repealer by Sen. Anthony Calabrese, Cleveland Democrat.

## Va. Speakers Set

RICHMOND, VA. — The Virginia MPTA convention will be held on July 6-7-8 at the Chamberlin Hotel, Old Point Comfort, Va., and it was announced last fortnight by Paul Roth, general chairman, that Nathan D. Golden, director, Scientific Motion Picture and Photographic Products Division, Business and Defense Services Administration of the Department of Commerce, and Clarence P. Moore, regional director, Small Business Administration, have been set as speakers.

Roth said the July 7 session will feature a promotion-advertising panel discussion to be participated in by area advertising and broadcasting executives.

Watch for them!

**NEXT!**

**Charlotte Territory**

Issue of June 24

**Indianapolis Territory**

Issue of July 1

Save them!





# The star who came back...

It looked "mighty bad" for Wagon-Train Pete and his faithful pal Surefoot: Repeated printing seemed to have disastrously abraded the original color negative, now needed for re-issue. Suddenly, someone realized that the emulsion side of the films had been lacquered. From then on, all was smooth sailing; the scratched, lacquered surface was removed, the film re-lacquered, new prints run off in a hurry.

Storage and preservation of motion picture film involves precise technics—cleaning, lacquering (above), lubrication, control of temperature and relative humidity. Complete information is available to the industry through Eastman Technical Service for Motion Picture Film. Offices at strategic points. Inquiries invited.

Motion Picture Film Department  
**EASTMAN KODAK COMPANY**  
Rochester 4, N.Y.

**West Coast Division**  
6706 Santa Monica Blvd.  
Hollywood 38, Calif.

**Midwest Division**  
130 East Randolph Drive  
Chicago 1, Ill.

**East Coast Division**  
342 Madison Avenue  
New York 17, N.Y.



# Survey Shows Huge Loss To Industry From Sale Of Feature Films To TV

NEW YORK—According to a report prepared by research organization Sindlinger and Company for the Theatre Owners of America and made public last fortnight the disposal of theatrical product to television will cost the motion picture industry of the U.S. a net loss of \$71,300,000. This represents loss in film rentals for the three-year period of 1957 through 1959.

Sindlinger has figured that to be the difference between the amount the companies will have lost by the end of 1959 in film rentals

and that realized from the sales of the films to television. The loss in film rentals is placed at \$212,000,000 for the three years and the income from the sale of the pictures to TV at \$140,700,000.

Looking beyond 1959, Sindlinger estimates that the sale of pictures to television will bring the companies an estimated income of \$21,400,000 in 1960 and \$56,700,000 in 1961-68.

These statistics were said to prove that the "sale of pre-'48 libraries was a costly mistake for distribution, as well as hurting theatres."

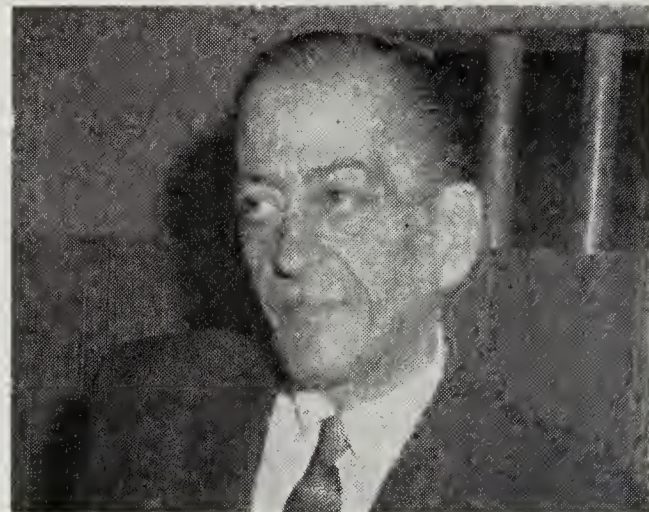
The report notes that the millions in rentals lost through the sale of pictures to TV "would not only make a tremendous difference in the profit statements of the film companies but would pay for the production of a great number of 'blockbusters.'"

"And this," it adds, "doesn't even take into account the great toll on theatre receipts and the number of theatres forced to close due to the competition of movies on TV."

The report strikes a bright note when it says that the impact on the nation's theatres of free movies on TV "is in a stage of diminishing degree." It warns, however, that "sale of any post-'48 pictures in volume, of course, would change everything, based on past experience."

The effect on movie attendance of films on TV is seen confirmed by a special study of attendance in this country and Great Britain made by the Sindlinger organization for TOA.

These statistics show that the big decline in per capita movie attendance in the U.S. occurred in 1958, the year the flood of movies was released to TV; while the big drop in England occurred in 1957 and 1958 when English TV went commercial, prior to which, from 1948 through 1956, the decline was slow and gradual. Based on U.S. experience, if England now had pre-'48 movies on TV in addition to commercial TV, per capita visits to the movies would be as low as 10 annually on the basis of Great Britain's 1959-60 tax budget."



Abe Sunberg, veteran Philadelphia exhibitor, recently acquired the New Palace on South Street, which he plans to rechristen the Society Hill, and operate on a 24-hour policy similar to that successfully employed at his Strand, Girard Avenue.

**PROGRESSIVE ELECTRIC  
CONSTRUCTION CO., INC.**  
240 N. 13th STREET • PHILADELPHIA 7, PA.

**Theatre Installations  
and Maintenance**

## COMING TO NEW YORK?

Stay at this modern 25-story hotel. Large, beautifully furnished rooms with kitchenette, private bath, from \$7.00 daily, double from \$10.25. Two room suites from \$12.50.

**LOWER RATES  
BY THE MONTH**

NO CHARGE for children under 14 sharing room with parent.

Air-conditioning & television available

**Hotel BEACON**

Broadway at 75th St., New York  
Oscar Wintrab, Managing Director



**MORE PROFITS  
PER CAPITA  
FOR YOU!**  
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Div. of A.B.C. Vending Corp., 333 S. Broad St., Phila. 7, Pa. • Offices in All Principal Cities  
Address Inquiries to 333 S. Broad St., Phila. 7, Pa.

## Del. Exhibs Defend Sunday Operations

WILMINGTON, DEL.—Exhibitors throughout Delaware prepared to defend their Sunday operations following introduction of a bill designed to tax Sunday sales by department stores in the House of Representatives at Dover, Del.

Measure presented by Representative Joseph S. Latina (Dem., Wilmington) would impose a five percent tax on gross receipts over \$100 collected on Sunday by any business establishment except restaurants and drug stores. He said the bill needs tightening up but that he intended to come up with something that will prevent Sunday operation.

One of the city's largest stores, Wilmington Dry Goods Co., in a full page advertisement made plain that its management does not want to open on Sundays but with the increase of open stores in the Wilmington suburbs, asked the public, "Do you want us open on Sunday?"

Delaware law now prohibits Sunday movies outside the corporate limits of a city or town; permits them in an incorporated city or town of less than 100,000 population from noon to 6 p.m. and after 8 p.m.; and permits them in a city of 100,000 or more on Sundays after 2 p.m. continuously.

Bill Frank, in a discussion of the issue in his Wilmington Morning News column, mentioned movies and named other businesses which he said "people want" open on Sunday.

## Filmack Aids Cartoon Programs

CHICAGO — Early orders for special trailers designed to appeal to vacationing youngsters indicate that showmen are exploiting big summer boxoffice potential with kiddie cartoon programs, according to Filmack president Irving Mack.

As a result, Filmack has produced a new, all-talking trailer, "Tom and Jerry's Birthday Party," which includes eye-catching cartoons and snappy copy about this "cat and mouse-capade."

## Canadian Pioneers Elect

MONTREAL — The Canadian Motion Picture Pioneers last fortnight reelected Phil Maurice president for a third consecutive term. Other officers are L. E. Ouimet, honorary president; Edward Schrider, first vice-president; Arthur Larente, second vice-president; J. Art Bahen, secretary; and William Deveault, treasurer.



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A Versatile Arc Lamp  
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# PHYSICAL THEATRE • EXTRA PROFITS

TOM WERNER, Editor

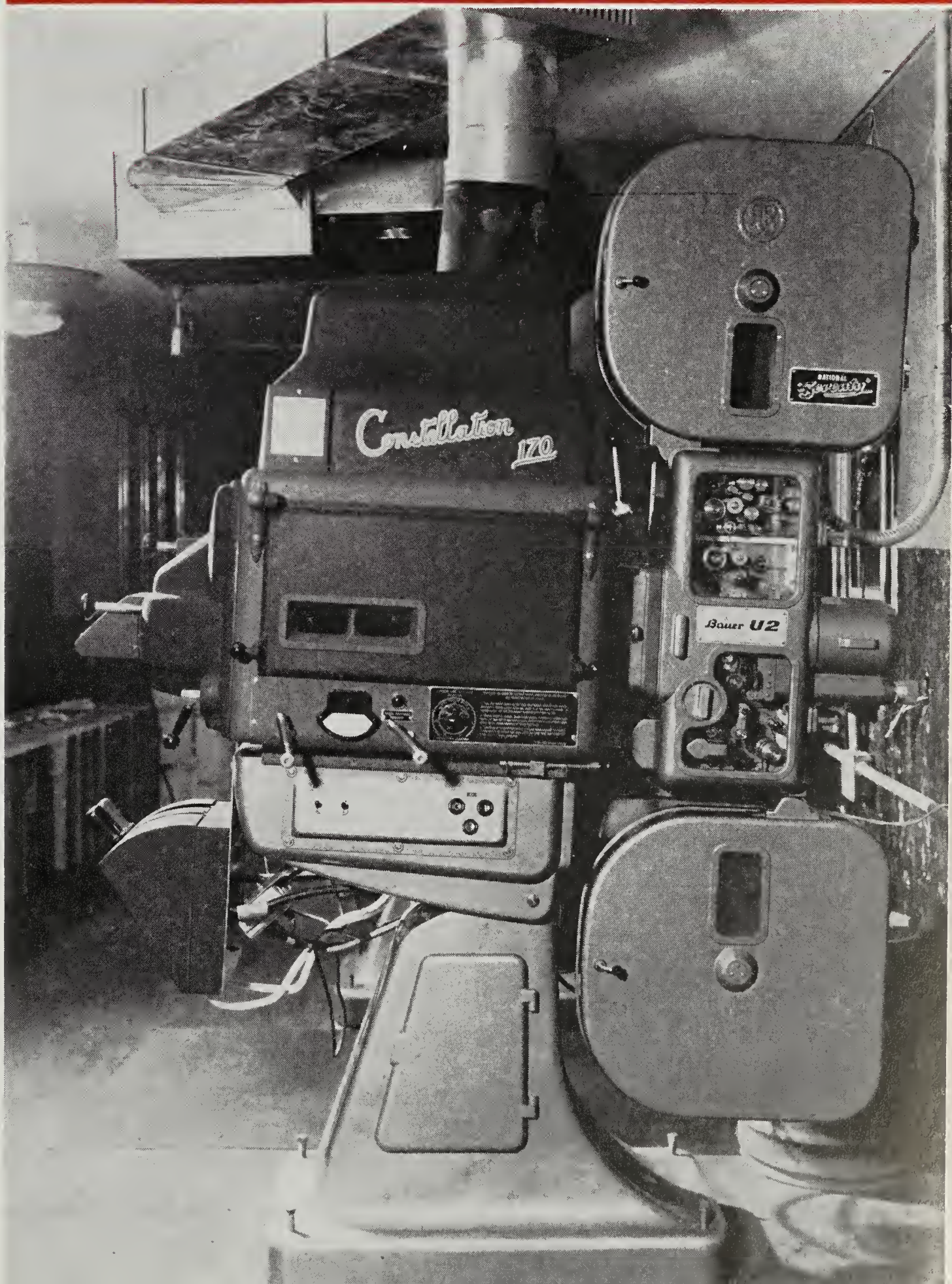
*The completely remodeled booth of the Memrose, Norfolk, Va., showing National Theatre Supply's new "Seventy" compatible 35/70mm projector.*

*A once-a-month combined department devoted to the physical structure of a conventional and drive-in theatre, its design, equipment and furnishings, with a special section devoted to theatre refreshment operations and management.*

Volume 14

Number 6

June 17, 1959







**Preferred and Profitable...** Pepsi-Cola's 292% gain in syrup sales since 1950 clearly shows that your customers recognize Pepsi quality and prefer this refreshment. Why not select the brand that has more to offer in both prestige and profits? Among those profiting by the big preference for Pepsi are: Commonwealth Amusement Corp., Crescent Amusement Co., Interstate Circuit, Inc., Malco Theatres, Inc., National Theatres, Inc., Skouras Theatres Corp., Stanley Warner Management Corp., Walter Reade Theatres, Inc., and many other theatre owners. *Get the facts and figures from your local Pepsi-Cola Bottler or write to: National Accounts Dept., Pepsi-Cola Company, 3 West 57th Street, New York 19, New York.*





## LAYING IT

# On The Line

## TOA Offers An Rx

The days are forever gone when John Doe would go to a movie just to pass the time. In order to draw a crowd into the local Bijou these days a film must entertain, provoke or draw tears and/or laughter in more than fractional amounts. The industry realized this some time ago and made the slogan "Movies Are Better Than Ever" more than a meaningless mouthing. In the past decade the screen has come alive with highest grade offerings, the B film being forced to near extinction by its entertainment counterpart—on America's new one-eyed pet, the television set.

In the frantic adjustments that followed the rise of its postage stamp-size competition, the motion picture industry raced to adopt new techniques, more luxurious comforts and higher levels of promotion and concession stand management. Bigger screens, better sound, softer seats, more and better food in the lobby lifted many houses into a class of comfort and luxury unforeseen as recently as a decade ago.

The Motion Picture Research Council discovered a slight oversight in this rosy scene recently. Its report to a meeting of the Theatre Owners of America revealed that 70 percent of the houses it had inspected in a nation-wide survey featured sub-par projection. It seems the projection booth, the theatre's heart and most vital organ, has remained the quiet eye in the center of a hurricane stirred by competition with a rival entertainment medium.

The survey unveiled an astonishing, and suicidal, lapse on the part of that figure in the industry with which final responsibility for patron response must rest. The exhibitor is the foundation upon whom the structure of the industry stands and faulty projection a termite that could eventually bring the roof down. No theatre can call itself complete while showing pictures that irritate the eye, and there is nothing more exasperating to the patron than faulty projection of good film fare.

It's a heartening sign that TOA spent a minimum of time in head clutching and teeth gnashing, setting up the Council for the Improvement of Theatre and Motion Picture Projection. The Owners have taken positive action, offering an aiding hand. All that is needed now is for the exhibitor to clasp the outstretched limb and pull himself to the standard expected by patron and producer alike.

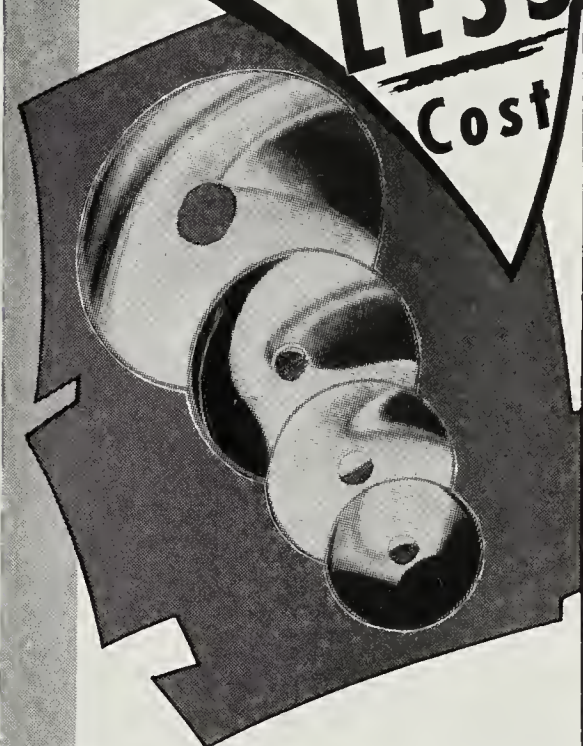
The Council formulated a plan of "self help," marshalling a small army of equipment dealers to form the backbone of its program. We are glad to have a chance to participate by reprinting a questionnaire that should be given serious attention by every exhibitor attracted to these pages. It is impossible to overemphasize the Council's watchwords—"Better Projection Pays." For the price of a postage stamp the exhibitor can be advised of his needs by any one of the more than 150 equipment dealers who have thus far indicated their willingness to cooperate.

We plead that those responsible make use of this questionnaire. It is an important step in the drive to make the public aware that the best entertainment in the world is still within its reach, and usually no farther than a few minutes walk from home.

**PHYSICAL THEATRE • EXTRA PROFITS •** Sectional department of MOTION PICTURE EXHIBITOR, published once a month by Jay Emanuel Publications, Inc., 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. All contents copyrighted and all reprint rights reserved.

# MONEY SAVING IDEA:

## Brighter Pictures at **LESS** Cost



As lamphouse reflectors keep deteriorating, your picture brightness keeps dropping and power and light waste increases.

Replace yours regularly and save money. Your dealer has sizes for all lamps.

# STRONG Glass REFLECTORS

## THE STRONG ELECTRIC CORP.

21 CITY PARK AVE.  
TOLEDO 1, OHIO



# A SUGGESTION FOR BOOSTING ATTENDANCE!



**"Turn-away" Business  
Being Done by Drive-ins  
Using this Promotion!**

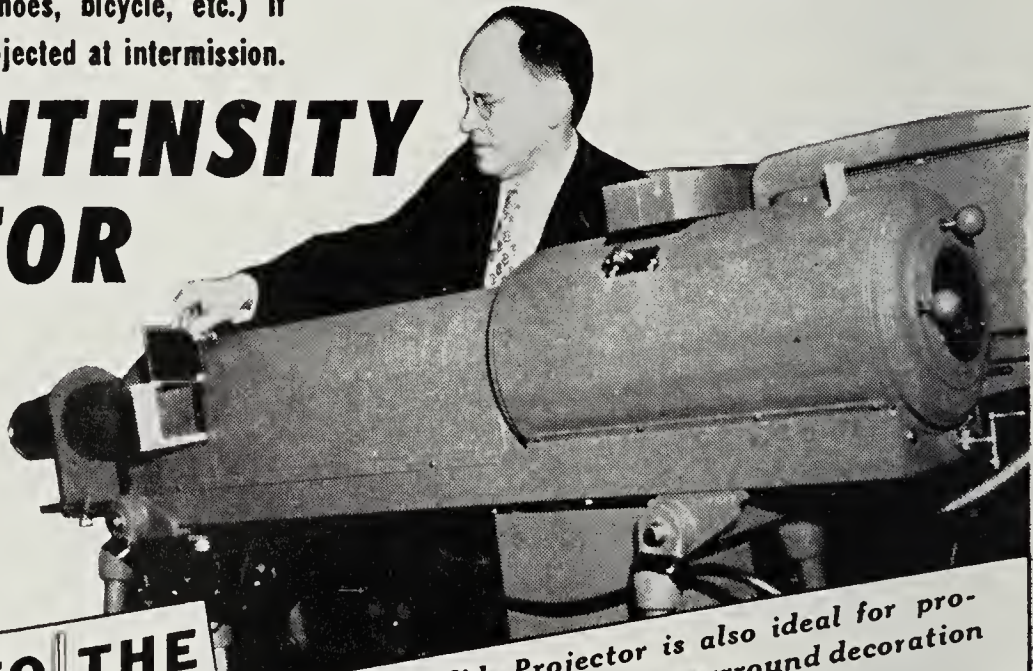


You simply load a regular Polaroid Land Camera with Polaroid Land Transparent Projection Film (or a Graflex-equipped with Polaroid back) and photograph shoppers in the downtown district. Hand them cards which suggest that they come to the theatre that night and collect a valuable prize (household appliance, shoes, bicycle, etc.) if theirs is one of the pictures projected at intermission.

The Land Camera has no complicated f-stops or shutter speeds to set. No costly, time-consuming photo-finishing work is required. Just immerse exposed film in emulsion-hardening solution for 20 seconds and place in a snap-together plastic mount. These top quality slides assure sharp, brilliant, grainless pictures of full screen size when projected by a —

## UNIVERSAL HIGH INTENSITY ARC SLIDE PROJECTOR

Really valuable prizes can be readily obtained from department, clothing, jewelry, and tire stores and gas stations in exchange for projecting a photo of their establishment on the screen. By scraping off about a quarter-inch of the emulsion with a razor blade, advertising copy can be typed in the blank space on the slide. As an added inducement you can display the prizes in the concession building with cards crediting the merchant.



**THIS REALLY BRINGS THEM TO THE  
CONCESSION AREA**

Announce on the screen that you are about to photograph patrons in the concession area. Within two minutes you can project some of the pictures and award complimentary tickets or free refreshments to those who identify themselves. The slides can be presented as souvenirs. Some exhibitors announce that the slides not shown that night will be projected the following week —which builds repeat business.

A suitable trial period of the Universal Projector can be arranged. Use coupon now to obtain literature and prices.

The Universal Slide Projector is also ideal for projecting stage and screen border surround decoration for acts or trailers.



The Universal comes complete with blower, slide carrier, arc lamphouse with motor-fed carbons which will burn continuously for 80 minutes without retrimming, choice of objective lens in the range of 6½ to 20 inches inclusive, four adjustable legs, and adjustable, self-regulating transformer which reduces 110-volt A.C. to a low arc voltage. No heavy rotating equipment is required.

### THE STRONG ELECTRIC CORPORATION

21 CITY PARK AVENUE

TOLEDO 1, OHIO

- ☐ Please send free literature and prices on Universal Slide Projector.
- ☐ I am interested in free demonstration.
- ☐ I am interested in using for a trial period.

NAME \_\_\_\_\_

THEATRE \_\_\_\_\_

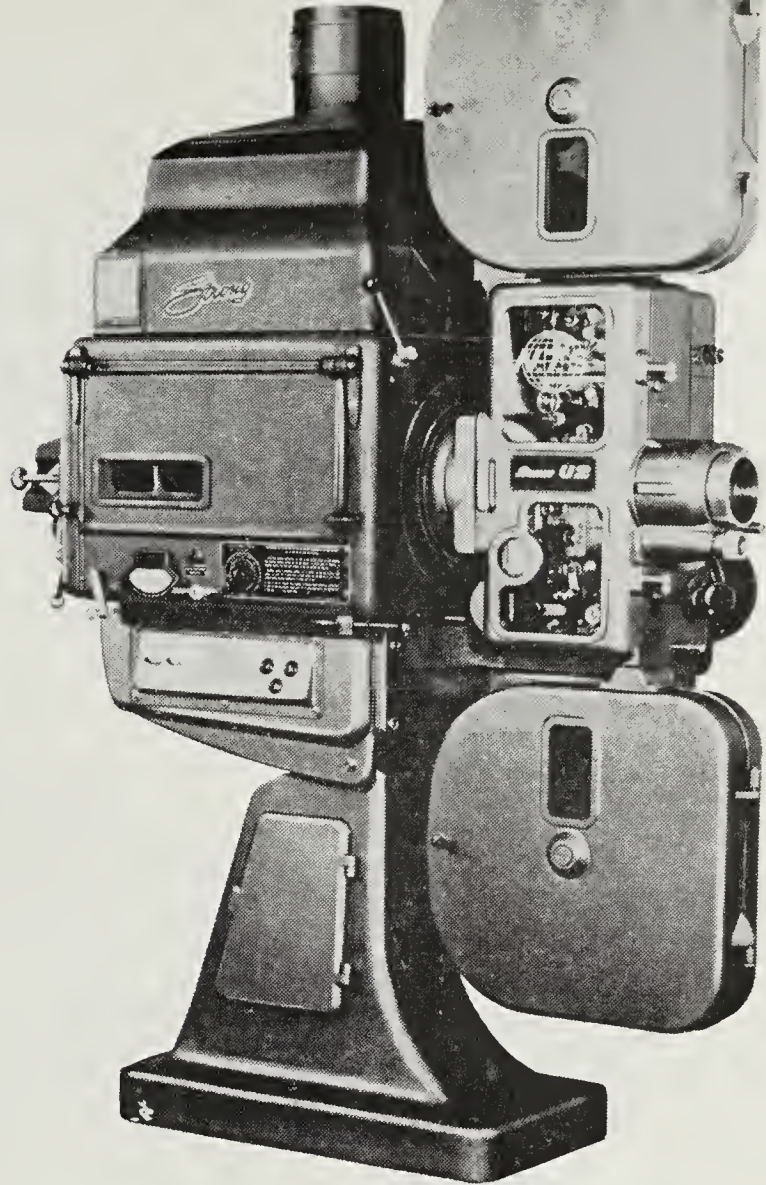
STREET \_\_\_\_\_

CITY & STATE \_\_\_\_\_



# NATIONAL INTRODUCES THE "SEVENTY"

by John E. Currie  
vice-president,  
The National Theatre Supply  
Company



The National "Seventy" projector is manufactured by the Eugen Bauer Company, Stuttgart, Germany. Installations of Bauer Projectors may be found in leading theatres throughout the world.

Specifically designed for 70mm operation, the National "Seventy" projector is adaptable in a matter of minutes to any of the various 35mm systems . . . standard; wide-screen; Cinemascope; etc. Superb design features; exceptionally rugged components; adaptability to all present day sound requirements both optical and magnetic; combine to make the National "Seventy" the most dependable all-purpose projector available.

"Seventy" projector may be converted from 70mm operation to 35mm operation in a matter of minutes. A program combining the two film sizes may, therefore, be scheduled. All of the parts that require changing are coded for 70mm or 35mm operation so that there can be no mistakes. Separate sprockets are provided for each film width.

The sprockets which must be changed

when converting, are the two feed and take-up sprockets (24 teeth with 35mm, 30 teeth with 70 mm), the intermittent sprocket (16 teeth with 35 mm, 30 with 70 mm), the driven sprocket on the six-channel magnetic sound head (either 24 or 30 teeth respectively) and one guide roller. The entire sprocket change takes only about one to two minutes, the conversion being simplified in particular by the fact that the pad-rollers holding the film in the sprocket teeth do not have to be changed when converting from 35 to 70 mm film. A turn of the eccentric sleeve on the roller bracket suffices for carrying out this adaption. The film gate and film trap are mounted on steel guide pins and are slipped off in one single motion. The correct, slip-in type aperture, is replaced with the trap. The lenses for each film projection system are mounted in quick-change holders that can be removed or mounted in place on the projector by loosening or tightening one clamping screw. Pre-focusing provisions are made so that the lenses for each system will be in focus when used. Should a change in film speed be required it is accomplished by moving the drive motor closer to, or farther away, from the projector mechanism. Two quick-lock levers facilitate the change.

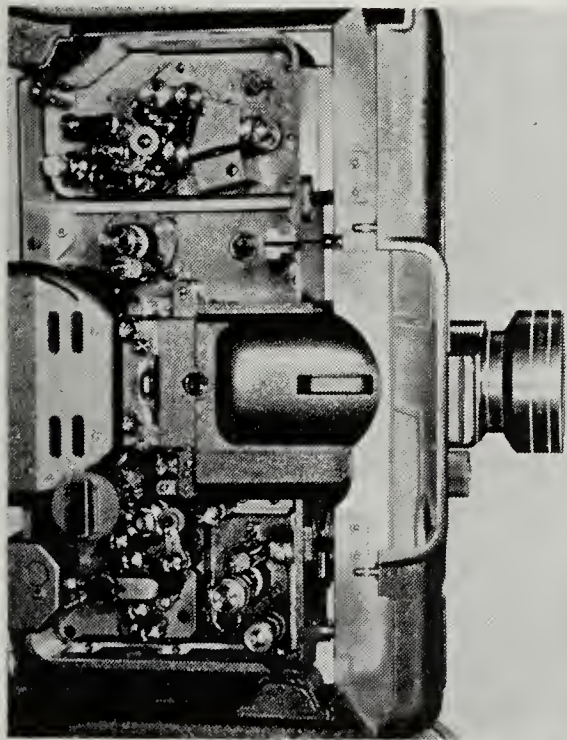
The roomy, fully enclosed projector housing includes optical and magnetic sound components as an integral part rather than separate, added on units. Alignment problems are eliminated . . . a direct, gear-coupled drive motor may be utilized with a corresponding reduction in shafts and gears . . . and film threading is facilitated.

Converting of the magnetic sound head from 4 to 6-channel sound reproduction is unnecessary, for the sound head contains two separate scanning heads: one for 35 mm

four-channel film and one for 70 mm six-channel film. A switch-over device, which is set in operation automatically when the film is laced over the magnetic scanning head appropriate to its particular width, prepares the amplifier equipment for reproducing the sound from either four or six channels, resulting in top quality reproduction while assuring maximum possible life of the heads.

The optical sound head is an integral part of the projector mechanism. It is equipped for reproducing the sound from normal optical-track films, but at the same time enables the scanning of those working on control-frequency systems (Perspecta Sound). Its time-tested component parts are a guarantee of first-class sound reproduction. The film is led over a sound-drum possessing a large flywheel which results in excellent sound-speed constancy. An adjustable braking-roller permits the traction of the film through the head to be controlled to such an extent,

*Continued on Page PE-14*

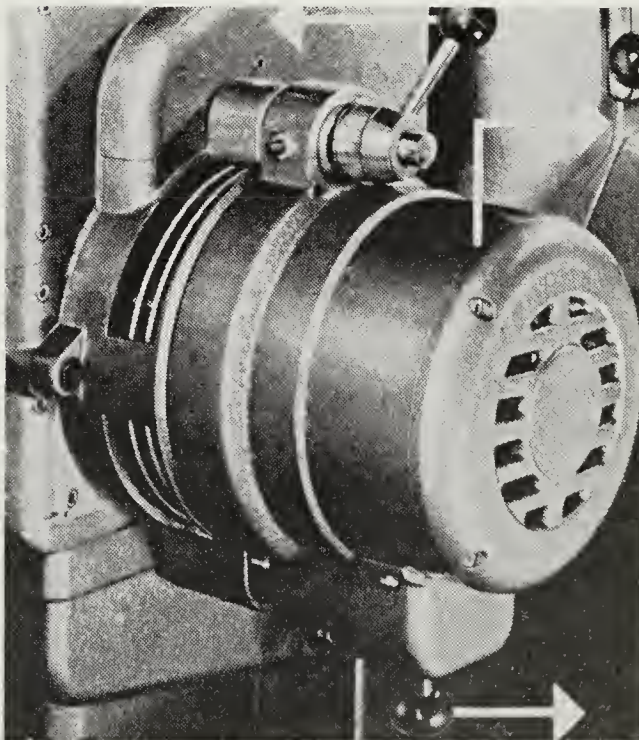


A close-up shot illustrates the roomy interior of the new NTS "Seventy."

## PHYSICAL THEATRE

Vol. 14, No. 6

June 17, 1959



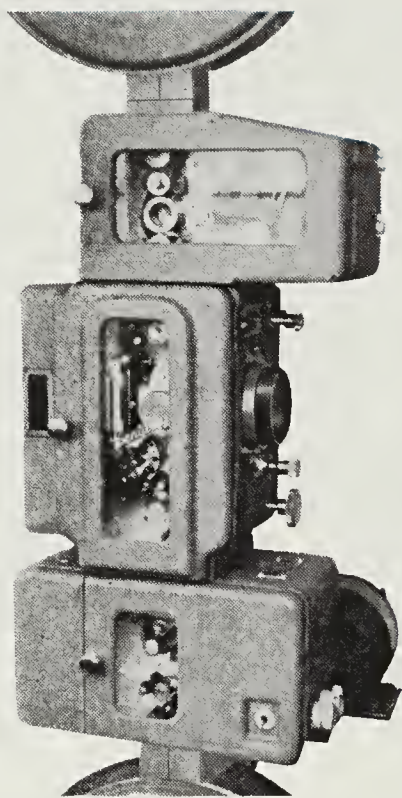
Quick-lock levers are used in the "Seventy" to convert the motor drive from 30 to 24 frames per second.



70mm PROJECTION:

# THE INDUSTRY'S 'BIG GUNS'

CENTURY



The Model J

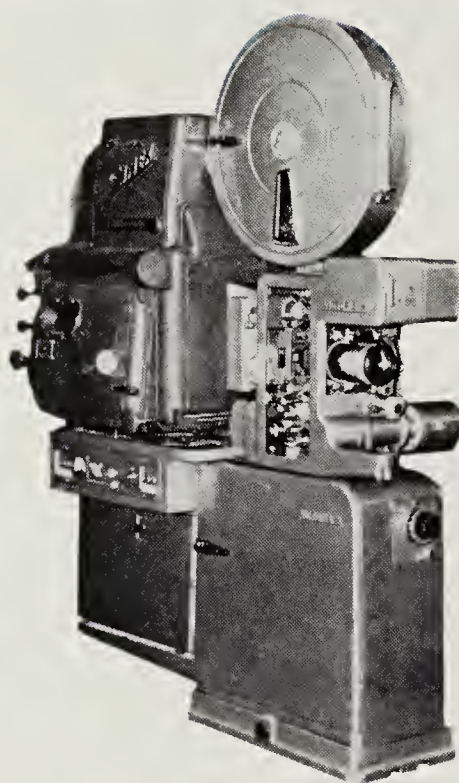
The Century Projector Corp. offers the only 70mm American made equipment available. Its Century Model J projector follows the design of having the projector mechanism, optical sound reproducer, magnetic sound reproducer, and upper and lower magazines in separate units. The mechanism is designed to project either 70mm or standard 35mm film. Attention has been given to make the changeover from one film dimension to the other simple. The change can be made within a minute or so. Expansion of the system is possible to accommodate any further innovations in future processes.

The standard 70/35mm movement is a geneva starwheel and cam design, but of larger dimensions than any known projector for these applications. The double intermittent sprocket is made of special duraluminum, harder at the wearing surfaces than the steel of ordinary sprockets. The sprockets are easily changed without removing the movement from the mechanism. They can be reversed without removing them, concentricity of the rims and the positioning of the teeth being assured by the design of the hub contour. All other sprockets in this projector are double (70/35mm) and made of steel.

Pad rollers are of the double-roller type, mounted and clearly marked so that the changeover from 70mm to 35mm operation is accomplished by rotating the assembly a half turn. There are three such pad rollers in the complete projector and the change can be made in less than one second per roller. The film trap shoes are of hard polished chromium permanently held in an exact contour insuring the proper curvature of the film. The complete film trap is water-cooled down to the mounting of the shoes, which are insulated from the water cell to prevent the condensation of water on any metal part actually touching the film, and providing for the absorption of all radiant heat transmitted from the lamp. The design prevents unwanted light reflections from the water cell chamber, but accepts all unwanted radiant heat without interference to the useful light at the aperture.

Continued on Page PE-15

CINEMECCANICA



The Victoria X

Cinemeccanica of Milan, Italy, offers the Victoria X 70/35mm all purpose projector and equipment. It is distributed exclusively in the United States and its possessions by Cinematograph International, Inc. The Victoria X is part of a complete equipment package, from projection booth to screen, combining American manufactured Ampex Custom sound system and Ashcraft and Strong projection lamphouses, as well as other American products.

The Victoria X projector head is designed with both magnetic and optical sound integrally built-in. The magnetic soundhead contains a ten track magnetic pick-up for reproducing either 70mm six track, or 35mm four track recording. A unique feature permits a very rapid change from 70 to 35mm in one minute, without removal of sprockets or pad rollers. However, 35mm sprockets can be instantaneously interchanged for continuous 35mm film runs, if desired.

All feed sprockets are large in diameter giving a large wrap to the film with ample sprocket hole engagement. Oil pressure is fed by a pump located in the base of the projector head, which pressure feeds oil to every moving part and eliminates hazards of splash system. The aperture is cooled by both water and air, thus preventing any possible chance of film buckling through heat.

The film gate and runner plate is of rugged construction, specially designed with a gradual bend in the film track before the aperture, in order to maintain a perfectly flat film surface and steady picture.

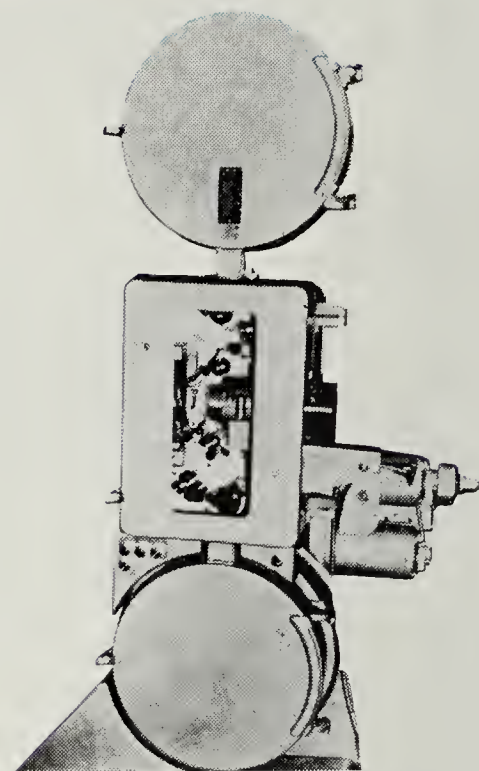
The Victoria X projector head is driven by a single three phase motor through a specially designed clutch which permits a speed change from 30 frames to 24 frames whenever required. The takeup is driven by a separate three phase motor situated in the projector base. All gears and shafts are designed with parallel axis to run smoothly and very quiet.

The projector is mounted on a base which permits a projection angle tilt of from 5 degrees up to 20 degrees down.

The optical sound system incorporates an

Continued on Page PE-11

TODD A-O



The A-O All-Purpose

The TODD-AO projector is of a design especially built for the TODD-AO system and embodying flexibility to accommodate the wide variety of modern film techniques. The TODD-AO All Purpose Projector was designed and manufactured by the American Optical Company, Southbridge, Mass., in cooperation with The Philips Company, in Eindhoven, Holland.

The projector will handle 65/70mm film and all 35mm film processes with minor adjustments to the mechanism that can be effected in several minutes. The projectors are equipped to handle six channel magnetic sound for TODD-AO, three or four track magnetic sound for CinemaScope, one track mixed magnetic sound, Perspecta Sound or conventional one track optical sound. The film is merely threaded through either the magnetic or optical sound head, depending upon the picture being exhibited at that particular time.

All the mechanism, including both magnetic and optical sound heads, is built into the projector head thus eliminating the need to purchase a separate magnetic and/or optical sound reproducers and the possibility of errors due to unequal film pressure. A built-in optical pre-amplifier is included with the projector.

A constant feed sprocket is provided in the magnetic film path, between the upper film trap rollers and the magnetic 10 channel head. This sprocket prevents the transfer of any uneven motion of the film as it comes out from the upper magazine to the sound head.

The projector includes facilities for tilting the mechanism which rotates around a high point so that there is only a slight movement of the center of gravity. Projection angles of as far down as 28° and as far up as 20° can be reached.

The projector also features a centrifugal switch to drop the dower if the film speed is too low, a water flow switch to cut off the arc if the cooling water is cut off, and stop switches on both sides of the projector base. The single-bladed conical shutter cuts

Continued on Page PE-11



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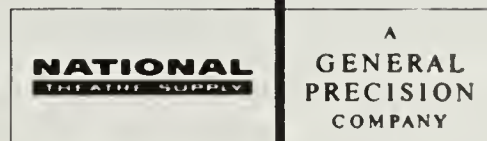
The National "Seventy" is the finest 70mm you can choose and use. You can rely on it because it's backed by the oldest, largest and most reliable name in the equipment field.

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# EXTRA PROFITS

TOM WERNER, Editor

June 17, 1959

## Beverage Survey:

# THE COCA-COLA STORY

## Service—A Company Watchword

by Billie Barrett



Charles A. Bourdelais (left), Coke's national manager of theatres and concessions, is shown talking with George Murphy, vice president of Desilu Productions, and Claude Ezell, Ezell Theatres, Dallas, Texas.



Charles Okun (right), special representative for The Coca-Cola Company, chats with Russell V. Downing, president and managing director for Radio City Music Hall, New York City.

Devoted exclusively to refreshment operations at indoor and drive-in theatres, sales of confection, popcorn, beverages, food and other profit producing items, food preparation and vending equipment, concession management and design.

When I go to the movies I find two things—a film on the screen and Coca-Cola at the refreshment stand.

Now this is true all around the country (I've had to travel a great deal)—but I became interested as to why this is and I went down to the headquarters of The Coca-Cola Company in Atlanta to find the answers. They are astounding!

In Atlanta, where the best known of all the national soft drinks was created 73 years ago, you find the nerve center of one of the most unique organizations in the United States. This is 'home office' for The Coca-Cola Company—the company that owns the two registered trademarks, Coca-Cola and Coke. It is a planning area including section heads coordinating the activities of about 400 sales specialists of the fountain sales department who work personally with the theater and concessionaire owners from coast-to-coast. From this sprawling red brick building emanates a partnership in service that is hard to find elsewhere today. For it was this company that pioneered equipment as well as sales and merchandising methods to serve the operator, the concessionaire and the customer both in satisfaction and profits.

These factors help in understanding why surveys show Coca-Cola is in most all of the theatres equipped to handle soft drinks.

Industry studies, according to the 1959 edition of International Motion Picture Almanac, showed that last year there were 13,500 four-wall indoor theaters and 5,000 drive-in theaters with more than a third of the latter open all year. These outlets together, including 600 circuits, owning 51% of the total houses, realized in gross refreshment sales during 1958 more than \$255,000,000.

I spoke about this with Harold Sharp, vice-president of The Coca-Cola Company and executive head of the fountain sales department, who spends a good deal of his time flying from one end of the country to the other working with not only his own field men, but also with the heads of the various theater and concessionaire organizations and participating with them in their events.

"The American family is accustomed to finding Coke wherever and whenever it wants it," he pointed out. "This is equally true at the theater as well as at home, at work or at school. So we place our specially trained force in strategic 'service' locations for the theater operator."

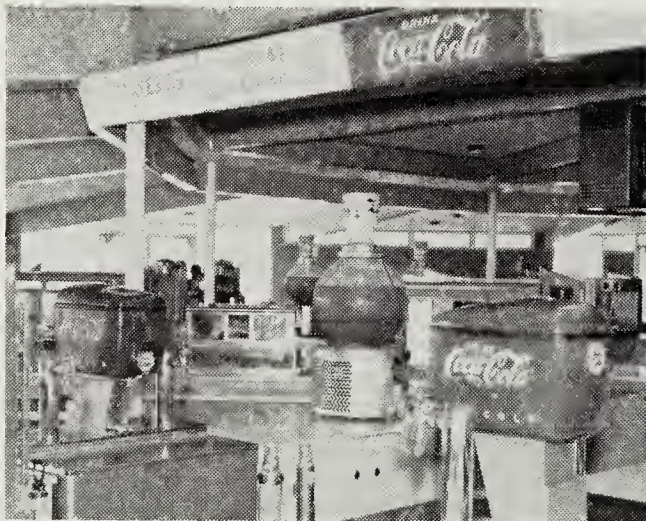
Unlike many other producers of soft drinks, this company maintains this special staff serving the concessionaires and the theater operators.

One New England firm, running theaters, drive-ins, and restaurants, told Sharp that "as our business becomes more and more competitive and customer tastes and wants more demanding, the assistance and cooperation of The Coca-Cola Company really makes itself evident in just about the nicest way possible—by helping our personnel meet and

Continued on Page PE-15



This attention-getting mobile plugs popcorn and Coke as "go-togethers." The illuminated "planter" sign in the center is a point-of-sale piece.



The beverage section in The Shipyard Drive-In's refreshment area, Providence, R. I. Coke service personnel aided in the design and installation.



This eye-catching molded plastic display is given to refreshment stand operators to aid in promoting the large size Coke at the point of sale.



## G.T. Scharffenberger Named Westrex Head

BEVERLY HILLS, CALIF.—George T. Scharffenberger has been named a vice president of Litton Industries, Inc., according to a recent announcement by Litton president Charles B. Thornton. Leaving his post as president of Kellogg Switchboard and Supply Company, a division of International Telephone and Telegraph Corporation, effective June 1, he will assume the duties of president of Westrex Corporation, a Litton

division. In taking over as chief executive officer of Westrex, Scharffenberger succeeds Glen McDaniel, vice president and general counsel of Litton, who becomes Westrex chairman. Westrex is the principal international sales organization for the Litton complex, with 35 foreign offices including subsidiary companies, serving more than 50 countries.

Scharffenberger, who joined the I.T.&T. organization in 1943, has been president of the Kellogg division since 1956. In his more than 16 years with I.T.&T. he held successively the positions of general auditor, assistant comptroller, comptroller, assistant to the president, and vice president of the company in charge of the operations of various divisions.

## Century Projector Names Larry Davee

Larry Davee, for 20 years its sales manager and engineer, has been named president of the Century Projector Corporation. In naming Davee, the firm chose the man who was re-

sponsible for the engineering of its standard 35mm equipment as well as the Waller Gunnery Trainers, Cinerama, Cinemiracle, Paramount Horizontal Vistavision, Fox Film 55-35mm Projectors and the present 70-35mm projectors.

Davee has had long experience in the motion picture projection and sound field. He was in the original Bell Tele-

phone Laboratories research group that developed photographic sound recording which was later commercialized to the Western Electric method of sound recording and reproduction. He supervised and personally recorded all original recordings made with the Western Electric recorders including such Fox Film Productions as "What Price Glory" (original version), and many others including short subjects and Fox Movietone news. More recently, he supervised the installation and operation of the first showings of 70mm films for Fox Film Corporation at several theatres including the initial showing in the Roxy Theatre, New York City.

His experience in the field includes tenures as studio manager for Edison Studios, New York City; studio manager for Fox Hurst Corporation, forerunner of Fox Movietone news; manager of the Fox Film commercial film department; and studio manager for Eastern Service Studios.



DAVEE

## Booth, Screen Altered For 'Porgy' Premiere

Extensive equipment alterations in a changeover to Todd-AO for the world premiere of Samuel Goldwyn's motion picture production of "Porgy and Bess" were made in the Warner Theatre, New York City. In order to accommodate "Porgy and Bess" in Todd-AO and six-track stereophonic sound, two major projects—construction of a new projection booth and technical changes on the stage—were done simultaneously. Completion of the entire program was due June 15, nine days before the world premiere.

Cinerama projection booth equipment was removed. The booth was dismantled and a new one constructed, complete with tiled floor and acoustic treatment. Booth equipment work included the installation of sound

equipment—amplifiers, pre-amplifiers and control units—and the three projectors necessary to the Todd-AO wide-screen process. Sound system and projectors, with the necessary electrical wiring to the booth and backstage, were supervised jointly by Stanley Warner engineers, Altec and Todd-AO.

On the stage, the Cinerama screen was dismantled. Scaffolding was erected for necessary demolition. The screen frame and screen itself were erected for the new Todd-AO screen. Curtain tracks and motors were installed for new drapes. In the front of the theatre, towers to hold speakers for the stereophonic sound system have been constructed.

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## Firm Names J. A. Cummings

J. A. (Jack) Cummings has been named national marketing manager for the Bunte Brothers Chase Candy Company, according to a recent announcement by W. A. Yantis, president.



We're both in the same boat. That's why it's easier for us to tell you that both of us will have to hit harder this year for More Business. And, because we've helped so many other exhibitors, we feel it's a natural for us to get together. We've a seating re-habilitation service that'll amaze you for its speed, efficiency and economy. Why not call us now?

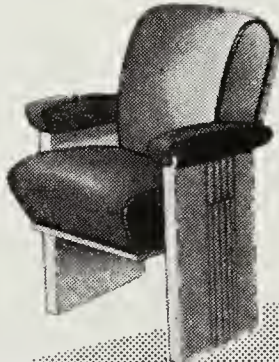
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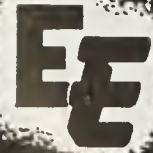
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# Kerasotes Sounds Keynote Starting Drive To Correct Projection Flaws

NEW YORK—An all-out effort to correct motion picture projection and sound flaws in theatres throughout the nation was pledged at a meeting of industry personnel, recently. The gathering was prompted by the results of a two-year survey, taken by the Motion Picture Research Council, which revealed sub-par projection in 70 percent of the houses inspected.

The meeting, sponsored by the Theatre Owners of America, heard George G. Kerasotes, TOA head, announce the formation of the Council for the Improvement of Theatre and Motion Picture Projection and the launching of a "better projection pays" campaign spearheaded by his group. The delegates voted to send all theatre owners in the country a questionnaire on what technical inspection and service they desired. These forms will be forwarded to the equipment dealers specified for the necessary remedial

work required. The nine companies and trade associations represented agreed to constitute themselves as the Council and to carry out the program, meeting as often as necessary to implement the planned campaign. After immediate objectives are achieved, the scope of the Council's activities will be enlarged to include other phases of theatre operation.

Kerasotes said that all the cooperating firms have agreed to make the inspections without cost or obligation to the theatre operator. All recognize, he said, that if theatres do not present the best possible picture and sound in the most comfortable surroundings, they cannot hope to remain in business for long in the face of competition from other entertainment media. The Council's effort, he added, is aimed at giving the operator the technical information he needs without cost for this service.

### Better Projection Pays

#### THE COUNCIL FOR THE IMPROVEMENT OF THEATRES AND MOTION PICTURE PROJECTION Member organizations

International Alliance of Theatrical Stage  
Employees and Motion Picture Machine  
Operators  
Society of Motion Picture and Television  
Engineers  
Theatre Equipment Dealers Association

Theatre Equipment and Supply Manufacturers'  
Association  
Atlec Service Company  
Lorraine Carbon Company  
National Carbon Company  
RCA Service Company

Theatre Owners of America

### REQUEST FOR TECHNICAL ASSISTANCE

TO: The Council  
% Theatre Owners of America  
1501 Broadway, New York 36, N. Y.

I would like technical advice, including on-the-spot inspection, by qualified technical experts, on the following, for my theatre:

(I understand that the inspection, completely or in part, places me under no financial commitment of any type to any individual or firm)

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> PROJECTION           | <input type="checkbox"/> AUDITORIUM REMODELING | <input type="checkbox"/> BOXOFFICE CONTROL SYSTEM |
| <input type="checkbox"/> POWER SUPPLY         | <input type="checkbox"/> MARQUEE               | <input type="checkbox"/> OTHERS (Please specify)  |
| <input type="checkbox"/> SCREEN               | <input type="checkbox"/> EXTERIOR REMODELING   |   |
| <input type="checkbox"/> SEATING              | <input type="checkbox"/> DRIVE-IN SCREEN       |   |
| <input type="checkbox"/> CARPETING            | <input type="checkbox"/> DRIVE-IN SPEAKERS     |   |
| <input type="checkbox"/> SOUND SYSTEM         | <input type="checkbox"/> DRIVE-IN RAMPS        |   |
| <input type="checkbox"/> AUDITORIUM ACOUSTICS | <input type="checkbox"/> DRIVE-IN HEATERS      |   |

The Equipment Dealer or Dealers With Whom I Do Business Are:

1. \_\_\_\_\_ (Firm) \_\_\_\_\_ (Address)
2. \_\_\_\_\_ (Firm) \_\_\_\_\_ (Address)

I use \_\_\_\_\_ for sound service  
(name of firm if any)

I use \_\_\_\_\_ carbons  
(brand name)

THIS REQUEST IS FROM \_\_\_\_\_  
(Your name and position)

OF \_\_\_\_\_  
(Your theatre or circuit)

LOCATED AT \_\_\_\_\_  
(Your office address--street, city and town)

PHONE \_\_\_\_\_ I can be contacted between the hours of \_\_\_\_\_  
(state hours) on \_\_\_\_\_  
(days of the week preferred)

Date of This Request \_\_\_\_\_

(If the inspection involves your booth, it is suggested you have a qualified operator present. This would not be at the expense of the inspector or his firm)

BETTER PROJECTION PAYS



# Boomers Unite, Defeat Soft Drink Tax Bill

Defeat of a soft drink tax bill, the result of an alliance among Oklahoma's theatre owners, bottlers, grocers, restaurateurs, and others, that should set a classic pattern for cooperation, was announced in Oklahoma City recently.

The United Theatre Owners of Oklahoma, together with the state's Retail Grocer's, Bottler's, Dairy, Drug Store and Restaurant Associations, combined to defeat a bill in the State House of Representatives that called for a one cent tax per 12 ounce bottle of soda and a levy of 76 cents on each gallon of syrup. The measure was killed in committee where 53 theatre owners attended to voice their objections.

The UTOO based its battle against the bill on precedents of effects similar taxes have produced in other states. The UTOO showed that Gov. Cecil Underwood, of West Virginia, whose state enforces the bill from which Oklahoma legislators modeled theirs, had stated that the tax was "inequitable and unfair." It was also shown that the Pennsylvania legislature repealed a similar tax bill in 1951, when it was found that the bill had depressed the state's soft drink industry. Ohio and Kentucky have also experimented with, and repealed, soft drink tax bills.

The campaign to defeat the bill was conducted from the office of the UTOO's executive director, E. R. "Red" Slocum, who was instrumental in welding the successful Boomer alliance.

Sponsors of the bill had indicated that the measure would have raised 1.5 to 2 million dollars in revenue not available before. Soft drink license tax stamps were to have been issued for every gallon of syrup in containers headed for drug store counters and refreshment stands.

The theatremen based their objections on the disastrous effect the tax could have had on those theatres depending on their refreshment stand revenue to close the gap in costs and box office lag. Marginal theatre operations would have been very badly affected, it was claimed.

## THE 'BIG GUNS'

Continued from Page PE-6

### TODD A-O

twice for every frame and gives an efficiency of 54%. Two separate motors are provided for operation at either 30 or 24 frames per second.

All sprockets and rollers in the projector head are made of non-magnetic aluminum, stainless steel or nylon. The projector gate is made of Tantung a metal alloy that resists wear and will not become magnetized. As a result, the recurring problem of degaussing is practically eliminated.

An additional feature is that the lower magazine or take-up reel is gear driven by a vertical shaft extending from the projector mechanism, thereby eliminating the chain or belt drive.

### CINNEMECANICA

eddy current stabilizing fly wheel with a dash pot damper. The flutter content does not exceed one tenth of one percent. The optical pre-amplifier is mounted in front of the projector base, which provides a very short cable run from the photo-cell.

The five inch diameter lens mount on the projector, permits the usage of all manufactured lenses without having to change the position of the projector.

# BalCOLD SOLVES FILM BUCKLE PROBLEM

## Monthly Chat

### Film Buckle Still Prime Problem

PRIME projection problem still is the out-of-focus screen image, as common in four-wall theatres as it is at drive-ins, although the latter are so desperately in need of more screen light that they risk ruining mirrors, the mechanism itself and the film print by over-amperaging the arclamp. Out-of-focus screen images are induced automatically.

Silvered screens of themselves require stiff amperage loads, and the color films, while providing richer color rendition, have a greater heat sensitivity than previous such releases.

Energy is released from a burning arc in the form of waves of different lengths and properties. A percentage of these are light waves in the region of the spectrum visible to the human eye. The remainder manifest themselves as heat without raising the level of illumination. For projection purposes, the ideal would be to eliminate all heat, since it contributes nothing to the efficiency of the system. But this is not possible, since the visible light waves themselves are also a source of heat. The only practicable solution, then, is to remove from the system those waves which do not add to illumination.

### Silvered Reflector with Filter

Silvered reflectors focus the total energy released by the arc (with some slight loss) on the film gate. A heat-reflecting filter, inserted in the system between reflector and gate, prevents temperatures at the gate from becoming dangerously high. The limit of temperature control possible with this method, however, may not be adequate for the needs of the larger indoor theatres and for drive-ins.

The solution that immediately presented itself was to increase the efficiency of the heat filter. But filters have certain disadvantages: (1) their use entails a certain degree of light loss; (2) if the filter is to do its intended purpose, all energy from the arc must pass through it. Where high amperages are used, this often results in burning out the center of the filter, particularly where the beam from the arc is focused down to less than the full diameter; (3) it is another element to be cleaned and maintained.

The answer, then, was to eliminate the filter. This has now been done in the form of the "BalCold Reflector," developed by Bausch & Lomb Optical Co., which differentiates between visible light and heat. Elliptical in shape, its second surface is coated with a combination of low- and high-index materials—visible light is reflected back into the film gate, heat passes through.

### New Reflector Much More Efficient

Substantially more efficient in reducing heat than the silvered reflector-filter combination, the BALcold permits the use of higher levels of illumination with far less danger of film buckle—even of "green" film. This is especially true for high-speed and short-focus lenses with critical focusing. Also, it assures longer life for projector parts.

Whether because of ignorance of its existence or for reasons of "economy," exhibitors have purchased far too few of these reflectors. In the interest of an improved screen image no less than that he has lived with the aforementioned tribulations, the projectionist should explain the advantages of and keep urging the purchase of this BALcold reflector.

—J. J. F.

## THE PROBLEM,

as stated by James J. Finn, Editor, International Projectionist:

"Prime projection problem still is the out-of-focus screen image, as common in four-wall theaters as it is at drive-ins, although the latter are so desperately in need of more screen light that they risk ruining mirrors, the mechanism itself and the film print by over-amperaging the arclamp. Out-of-focus screen images are induced automatically."

## THE SOLUTION,

from the same editorial:

"Substantially more efficient in reducing heat than the silvered reflector-filter combination, the BalCOLD reflector permits the use of higher levels of illumination with far less danger of film buckle even of "green" film . . . Also, it assures longer life for projector parts . . . The projectionist should explain the advantages of and keep urging the purchase of this BalCOLD reflector."

### SEE FOR YOURSELF, ON YOUR OWN SCREEN!

See your dealer for demonstration or write for Data Brochure E-35. Bausch & Lomb Optical Co., 72442 St. Paul St., Rochester 2, N. Y.

## BAUSCH & LOMB

SINCE  1853



# STRONG INTRODUCES A VERSATILE ARC LAMP

Theatremen who are planning to equip for 70mm film will be pleased to learn that arc lamps designed for projection of these wide gauge prints need cost little or no more than ordinary 35mm lamps. A new 70mm lamp developed by The Strong Electric Corporation has been designed principally for use by theatres with screens 45 feet or under in width.

The recent introduction of several new 70mm projectors presented a number of problems were resolved by the firm in the design of the "35/70 Special", as the new lamp has been named. Heretofore, the distance between the film line and the rear of the projector has been fairly standardized in 35mm projectors, but different dimensional requirements are encountered in many of the 35/70 units.

The new lamp was designed with an optical system matching the requirements of any and all of the 35/70 projectors, including the Century, National 70, Victoria X, Modi-



fied Simplex XL and Phillips. The end result was an optical system accommodating a film line to rear of projector distance of from 5 to 9 inches.

A prime requisite of an arc lamp for 70mm projection is that it is capable of projecting a spot which completely covers an aperture more than twice the width of that common to 35mm projection. Additionally, since higher quality is inherent with, and expected of 70mm, the aperture must be covered more uniformly than usual with the narrower gauge.

These two factors, while demanding a new, effective and efficient optical system, narrow down the choice of elements. An example of this restriction is the determination of the size of the carbon which must be employed.

With a reflector of practical magnification of 5-7 to 1, only the 13.6 positive, burned at 120 to 130 amperes, affords peak efficiency together with excellent screen uniformity.

An 18-inch diameter Strong Tufcold reflector is employed. Resultant heat at the aperture permits projection of the wider print without film damage or buckling which would affect focus. The greater expanse of screen that must be covered and the photographic quality of 70mm prints dictates that the best quality screen light constant in color temperature be obtained if good picture rendition is to be achieved. To satisfy this need the Strong Lightronic Automatic arc crater positioner has been integrated in the "35/70 Special" as standard equipment.

The Strong arc crater positioning system enables the "35/70 Special" to maintain a screen light of constant intensity and color automatically without attention from the projectionist. The carbons are advanced by means of separate feed motors as they are consumed, to maintain a uniform arc gap length and to accurately position the positive arc crater at the exact focal point of the reflector. A single adjustment controls both carbon feeds.

The simplicity of heavy duty air-cooled carbon contacts has been used in this new lamp. Accordingly, a water circulator or special plumbing is not required.

As the only reflector type 70mm projection arc which accommodates a full 20-inch positive trim of carbon, a single positive, burned at 125-130 amperes, permits over 120

minutes projection.

One of the features of the "35/70 Special" projection arc is that it is compatible equipment. It can be used efficiently in the projection of 35mm film as with the 70mm. Without change of reflector the lamp can be switched from 35 to 70mm and back with only a few seconds adjustment. Since the automatic crater positioning system maintains the positive crater at a predetermined distance from the positive contact assembly for most effective carbon burning, it is only necessary to turn a single knob to move the entire arc burning assembly, in relation to the reflector focal point, to make the change from 35 to 70 or 70 to 35mm projection.

The price of the "35/70 Special" is comparable with that of 90 to 135 ampere lamps designed for projection of 35mm exclusively.

The 13.6 carbon, because of the large size of its crater, can be burned at a low cost-burning rate while maintaining high screen brightness. Even if it were possible to employ a smaller carbon with greater magnification for 70mm projection, the carbon burning rate and operating cost would be higher. As designed, the cost of operating the "35/70 Special" is no higher than that of many 35mm lamps.

The current requirement of 120-130 amperes and the attendant arc voltage of 58 to 63 volts, will ordinarily effect further saving for the theatre equipping for 70mm presentation. In many cases presently installed rectifier or motor-generator equipment as well as wiring can be used with the "35/70 Special."

## Screen Coating Introduced

A plastic screen formula that is anti-static in nature and will resist the attraction of dust has been announced by the Technikote Corporation of Brooklyn. The new formula is optional and available on the popular XR-171 Pearlescent screen.

The industry has long recognized the dust problem. Dust-laden atmosphere accounts for an average light loss of 10 to 15 percent each year. This, together with normal oxidation accounts for regular deterioration of the reflecting surface. The new Technikote formula can reduce the dust problem and maintain the efficiency of the reflecting surface for a longer time.

**IT'S NEW!**  
The  
**IT'S Anti-Static**  
**XR-171!**  
**IT REPELS**  
**DUST!**



*The Beginning of the  
End for One of a  
Theatre's Major Problems!*

## NOW . . Anti-Static XR-171

THE WORLD'S LEADING  
SCREEN FOR 70MM & 35MM  
PROJECTION . . . AVAILABLE in a  
DUST-RESISTANT FORMULA.

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# Kodak Unveils Fastest Color Film

A new 35 mm color negative motion picture film was unveiled by the Eastman Kodak Company at simultaneous showings before the convention of the Society of Motion Picture and Television Engineers, in Miami, and a picked group of industry representatives, at a New York City viewing, recently. The film, Eastman Color Negative Film, Type 5250, with twice the speed of negative color materials in current world-wide use by the motion picture industry represents a major breakthrough with its favorable speed-to-graininess ratio.

Edward Peck Curtis, vice president of the company, said the new Eastman Color Negative Film, type 5250, will provide "new artistic freedom and major economic advantages for movie producers and will aid in making movies more interesting and exciting for millions of theatergoers."

Result of three years' intensive research and development at Kodak, the new film has been proved in trade tests by more than 400 motion picture companies. Commercial producers, industry and the armed forces are also expected to be major users of the film.

The new color negative film is said to be twice as sensitive to light as present Eastman negative material, surpassing the present product in color rendition and requiring no special processing or handling. Type 5250 Film has exposure indexes of 50 tungsten and 32 daylight—with a conventional conversion filter. This compares favorably with the indexes (25 tungsten and 16 daylight) of present negative color materials most used by Hollywood and other studios. It also means that the new film can be exposed in half the artificial illumination or sunlight required by presently-used materials. Lower heat-illumination levels on set will mean added comfort for the studio's most valuable property — the actor. Since longer takes will be possible under the cooler lights, it is expected that more scenes will be completed at one shooting, thereby sidestepping technical problems involved in piecemeal shooting of important sequences. Fewer interruptions for make-up repair should also contribute significantly to actors' concentrative ability before the camera.

In addition to extending the movie camera's color vision through its speed, the new film is expected to help solve the numerous lighting problems encountered overseas in such underpowered areas as the Far East. Similarly, location shooting in Northern latitudes will benefit economically from the longer shooting day possible with the higher speed color film. It will permit the use of color in areas where, in the past, many producers were confined to black-and-white productions, since color cost proved prohibitive on locations with conspicuously short daylight hours available for shooting.

Economic import of new film should be realized in more usable footage exposed in less time. With greater latitude in depth-of-field and exposure control, cameramen should be better able to focus attention on the more creative aspects of cinematography.

Says Curtis, "It is hoped that the new color material will have important economic significance to the movie studio, making possible lower production costs and artistic innovation hitherto difficult to achieve with less advanced materials." Dramatic impact of wide-screen spectacles will be enhanced by the sharper long-shot definition possible

with Type 5250. Smaller lens openings will help bring far-distant objects into sharper focus. A lone tree on the horizon, for example, will present more detail to the wide-screen audience, just as the approaching horse-and-rider will be seen with more clarity sooner.

In addition to more depth of field in difficult lighting situations, the film makes following moving action in close-ups easier.

Smaller lens apertures will give cameramen a larger area of critical focus in which to frame moving subjects.

Manufactured in 35mm, 65mm, and 70mm widths, the new film comes in standard 100', 400', 1000', and 2000' reels.

According to Curtis, Type 5250 will be supplied on special-order until expanding production makes possible offering of the new color film as a regular order product.

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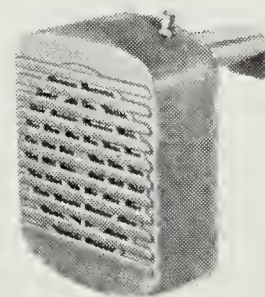
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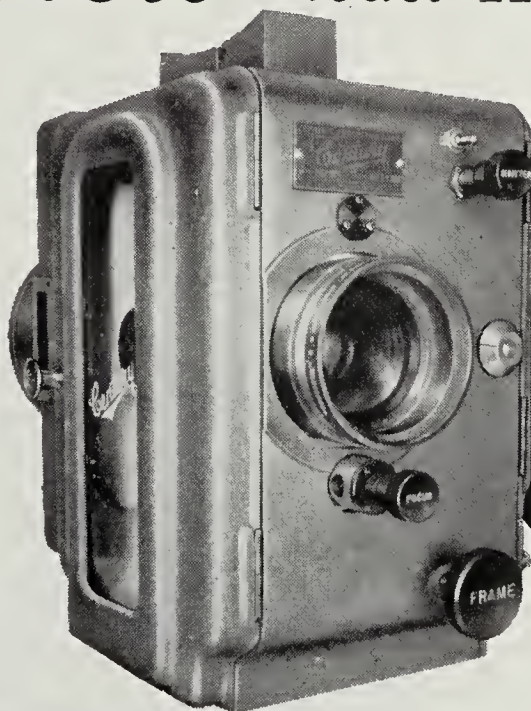


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## NTS "SEVENTY"

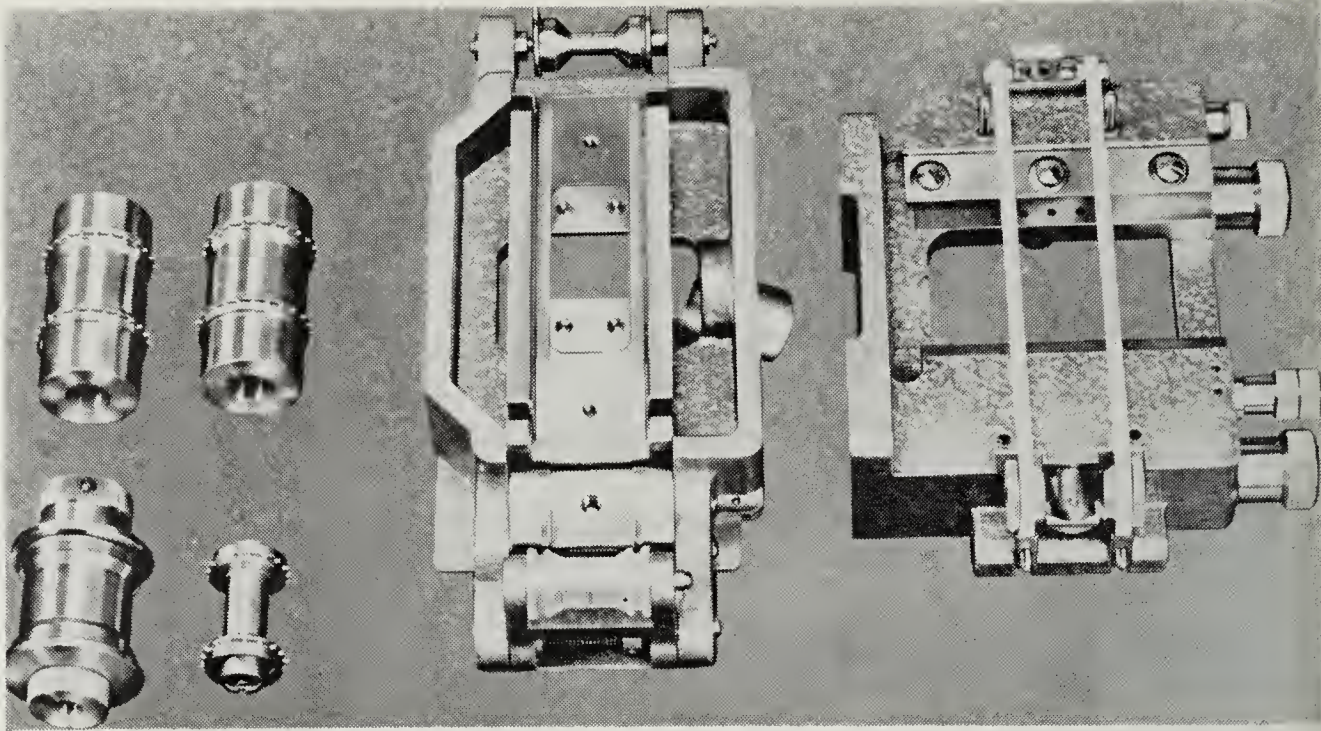
Continued from Page PE-5

that any variation in film-speed arising from the intermittent-sprocket feed are filtered out completely. A double-roller oscillatory device ensures that even the finest longitudinal variations in film-speed, such as could be caused by film-splices or films with damaged perforations, can produce no detrimental effect on the quality of sound reproduction. The scanning-slit in the light-efficient sound optic can be limited in its width and thus be matched perfectly to the particular width of the sound track.

Three large flywheel-controlled rollers provide constant film speed and consequently, undistorted sound response. Depending upon the sound track requirements of the film, provision is made to by-pass either the magnetic or the optical head, saving wear and tear on the film handling parts.

A sharper, steadier, brighter picture image is provided by employing a curved gate and trap unit. The film is gently curved as it passes through the aperture area. The stability of focus is greatly improved; there is better overall uniformity of focus; and center to side focus is improved. The possibilities of film buckling due to the intense heat from the light source are greatly reduced.

Steel runners covered with Teflon hold the film in place against the curved section of the film gate. The tension of the runners is maintained automatically at the correct amount by means of a self-tensioning device. Re-adjusting the tension for films running at a higher speed can be carried out immediately by means of an adjusting screw. Distortion or undesired stretching of the runners is entirely excluded. The fire-trap rollers and the guide and idler rollers on the mechanism and sound-heads are double-profiled and can therefore be employed for 70 mm



The curved film trap, gate and sprockets used on the National Theatre Supply Company's "Seventy."

as well as 35 mm film. Exchange of any of these rollers is hence unnecessary.

The film trap is mounted on two steel guide pins and held securely in place with two fastening screws. The film gate is also mounted on two steel guide pins but is not rigidly fastened in place. In the closed position, matching positioning pins guide the gate into precisely the correct location with the trap. Both components may be quickly removed and replaced for cleaning or for conversion to 70mm or 35mm operation.

Separate 70mm and 35mm sprockets are provided. Each sprocket is held in place by one fastening screw so that removal for any reason is practically instantaneous. Maintenance costs are held to a minimum through the use of separate sprockets for each film size. It is only necessary to replace the sprocket that receives the most use and consequently the most wear.

Spring loaded pad rollers are used throughout the National "Seventy" projector. They may be immediately converted to 70mm or 35mm width by a turn of the eccentric sleeve on which they are mounted.

An extremely rugged, exceptionally accurate lens mounting and focusing unit has been provided. Able to accommodate any focal length lens available for the presentation of 70mm or 35mm film, the lens mount provides for an immediate change of lenses and for pre-focusing during such changes. Adapters and fittings are available for all makes of lenses and all combinations of lenses and anamorphic attachments so that the proper lens system can be prepared in advance for wide screen . . . 70mm . . . CinemaScope . . . etc., and inserted, in focus, in a matter of seconds. Focusing is accomplished by means of an extremely fine micrometer adjustment. The focusing knob is conveniently located and the micrometer adjusting device is so smooth that a sharply focused picture is always assured.

The drive motor is direct connected to the projector mechanism through a resilient coupling. Temperature variations, or line voltage fluctuations have no effect on the constant speed characteristics of this synchronous motor. A system of variable gearing enables the

frame speed of the mechanism to be changed from 24 frames per second to 30 frames per second when necessary. The change is made by loosening two quick-lock levers and moving the motor toward or away from the mechanism.

An automatic circulatory lubrication system is employed in the National "Seventy" projector. A fine-mesh filter mounted in the oil circulation provides for continuous cleansing of the lubricant. With the exception of regular oil changes, no special attention to lubrication is required.

The National "Seventy" projector uses a cone type shutter to provide for the maximum amount of light to be transmitted to the screen. The shutter blade cuts the light beam directly in back of the aperture plate. At this point, the beam is at its smallest diameter; therefore, the cut off is accomplished most efficiently. A more economical use of the light source is thus assured.

The large reels used for 70mm film and also those used for handling more than 2000 feet of 35mm film are very heavy and require special take-up handling. The National "Seventy" projector utilizes a motor driven take-up incorporating a load-dependent friction unit to control the degree of take-up tension. A constant even pull of the film is assured because the amount of take-up coupling is determined by the weight of the reel itself. The initial inertia of the heavy reel is overcome by a unique feature of the take-up motor in combination with a film tension switch.

The pedestal is extremely rugged and completely enclosed. Provision is made for an upward tilt of 12 degrees for drive-in theatre use and a downward tilt of 20° for indoor theatre use. All electrical controls are pre-wired so that it is only necessary to bring in the normal number of A.C. line circuits. Levelling devices are incorporated to compensate for uneven floor surfaces.

The lamphouse table accommodates any make of reflector or condenser arc lamp. The lamp may be moved toward or away from the mechanism; each corner of the lamphouse base may be moved up or down and the

Continued on next Page

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## NTS "SEVENTY"

Continued from Preceding Page

entire lamphouse may be moved sideways, thereby providing for a very accurate alignment of the optical centers of the arc lamp and the projector mechanism and the proper working distance of the reflector or condenser used.

The projector motor switches are conveniently located on the side of the pedestal.

The lower film loop can be increased or decreased during operation of the projector so that film noise can be held to a minimum. Should framing be necessary due to an incorrectly made splice or to improper threading, the loop size can be conveniently altered.

A centrifugally controlled fire shutter is provided. This automatic dowsers closes when the mechanism slows down to a pre-determined speed thus protecting the film from undesirable arc lamp exposure.

Projector cooling is assured by two separate means. A large ventilator fan on the drive shaft of the projector motor provides constant ventilation to the rear of the mechanism. In addition, a compressed air blower is furnished with each National "Seventy" projector to provide a stream of air on the film. This pressurized air is directed on both sides of the film through four jets located at the aperture. Excessive heating of the film or the film handling parts is thus prevented.

The complete National Seventy package,

as distributed by National Theatre Supply Company throughout its coast to coast branches, includes: two National "Seventy," Bauer U-2 projectors, with optical and magnetic soundheads, optical preamplifier, 4-track and 6-track magnetic clusters, drive motors and lens holders; two sets of upper and lower magazines with adapters for 70mm or 35mm reels; two fully enclosed pedestals; two sets complete conversions for 35mm operation; two compressors for jet film cooling; two accessory cabinets with accessories; one spare parts kit; one set tools; one pair 70mm hand rewinds; three 3-section 70mm film cabinets; one 70mm power rewind; one film table and 70mm film splicer; four 70mm reels; and two 70mm projection lenses.

## Kaiser Grants Dome Rights

Kaiser Aluminum & Chemical Corporation has granted L'Aluminium Francias rights to sell and manufacture Kaiser Aluminum domes used in theatre construction, in France, the French Union, Belgium, Luxembourg and The Netherlands. R. G. Boyd, vice president of Kaiser Aluminum International Corporation, announced that the two companies have completed contractual agreements licensing L'Aluminium Francais for a 10-year period.

Outstanding feature of the Kaiser dome is the stressed-skin construction, which requires no internal support and thus permits maximum use of the unobstructed, enclosed area. In addition, the structure is less expensive than many conventional masonry type buildings of equal area.

## THE 'BIG GUNS'

Continued from Page PE-6  
CENTURY

The film trap may be changed easily to operate with almost any film dimension. A new lens mount has been built into the projector, patterned after the Model H mechanism. The projector has double rear shutters of the disc design. Each revolution of the two shutters represents the projection of one frame of the film. Century claims that the Model J mechanism has provided for the highest transmission of light with the minimum amount of flicker possible within the known factors of motion picture engineering at this time.

The optical reproducer is essentially a standard, proven Century design modified to bypass the 70mm film.

The installation of the Model J projector is not unlike that of a standard 35mm projector. Each unit may be shipped and installed separately. Each unit is replaceable for servicing and/or repair. The projector mechanism itself can be installed and operated on a standard 35mm optical reproducer with a standard 35mm penthouse reproducer and 35mm magazines, pending full modernization to 70mm operation. Thus, only a fraction of the original investment need be made until such time as a 70mm program is actually scheduled, then further investment can be made to prepare fully for running large film widths.

## COCA-COLA STORY

Continued from Page PE-8

solve their daily problems. And, much more important, helping to improve grosses by promoting the sale of many food items in conjunction with Coke." The spokesman was Mel Wintman, manager of the Smith Management Company circuit.

"Since Coca-Cola is being served in practically all motion picture houses and high volume chains in the country," Sharp said, "and there is a steady increase in outlets using Coke, we want each outlet covered by a man who knows the operator personally. To do this, we maintain local representatives, a regional staff and national representatives."

The sound business administration of the system as developed by the company has resulted in thousands of satisfied operators as well as customers. Philip Lowe, president of Lowe Merchandising Service, Massachusetts pointed out:

"Your field personnel who visit with our people on the spot have helped in the solution of the individual problems which always arise. Their real interest in our operation is another evidence of The Coca-Cola Company's desire to give a complete service to the concession industry in general and the individual theater in particular."

From Nathan Blumenfeld of Blumenfeld Theatres, San Francisco:

"Your men in this area who serve my theatres have been very cooperative, both in helping my managers to serve your product in the correct manner and particularly the way they have worked with my men on promotion and exploitation that has greatly benefited both your company and ours."

In order to get a better understanding of Coke in theaters, I contacted Charles Bourdelais, theater and concessionaire sales manager. I had to catch up with him in Chicago because Bourdelais spends little time in his Atlanta office since he sees the owners and

Continued on Next Page

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# COCA-COLA STORY

*Continued from Preceding Page*

operators all over the country for face-to-face talks during most of the year. In between planes he told me:

"It's basically simple. For years the moviegoer has expected to be fed and refreshed as well as entertained when he sees a motion picture. We sell what nation-wide tests have indicated is by far the most asked for soft drink. It's a real high-margin profit item, and, coupled with other high-profit related food items, such as popcorn and hot dogs, it brings in more money for the concessionaire, the operator and us."

"You know, talking about bringing in more money reminds me of a story one of our men told me about an operator who switched to Coca-Cola. Our man was pleased but asked him why he changed. The operator said he was losing money in the 20-minute period he had to sell the drink because the personnel spent most of their time explaining to the customer that they did not serve Coca-Cola—you know it's not good business to serve a customer something he did not ask for—so I did some quick figuring, he said, and even with the 'deal' they were giving me, I was still losing important money because of the wasted time I could have used increasing my sales. So I changed," Bourdelais said.

At that point Bourdelais said he was going on to Los Angeles but that he would see me back down in Atlanta. "Meanwhile, go see for yourself, talk with our Charles Okun in New York, visit some theatres and drive-ins—you'll see what I mean," he said.

I did. I spoke with Charles Okun, national theater sales representative with offices in New York City.

In a modern Fifth Avenue office building in the heart of midtown Manhattan, the mecca of the theater world, Okun described the steady growth of Coca-Cola through the years of his and his company associates' team-work with the entertainment world. Looking up the avenue toward Rockefeller Centre, he said:

"Coca-Cola is the only soft drink as eminent in its field as Radio City Music Hall is in the entertainment world. In addition to Radio City Music Hall, we're in the Capitol, Loew's State, Paramount, Mayfair and the Astor. Walk around Times Square and see a movie in any major theater there and you can drink a Coke there, too."

After being introduced to other fountain sales department people there I found that Okun had been honored recently by one of the major trade organizations for his contributions to the industry.

I continued on learning more about the field activities and came upon an unusual situation in Providence, R. I. It was in the 1,700-car Shipyard Drive-In Theater where the refreshment facilities designed by Phil and Sam Lowe, Jr., of Theatre Candy Company, Boston, Mass., include six long lanes.

After they opened, about two years ago, traffic was so heavy during the intermissions that the refreshment stand dispensers were unable to meet the demand. They appealed to The Coca-Cola Company for help. They wanted to continue using the dispenser for Coke because they merchandised Coke and the beverage section; but the one gallon capacity of the dispenser was too small. The engineering department of the company in Atlanta investigated and designed a float valve for the unit dispensing Coke that increased the syrup capacity to meet the needs

during peak traffic periods. When the syrup contents of the tank falls to below three-quarters of a gallon it is automatically refilled.

"The Shipyard is producing more cents per person in cold drink sales—sales of Coca-Cola are running at 180% of expected figures," Phil Lowe said.

To substantiate this, I went to Lynn LaGarde, chief engineer, at The Coca-Cola Company in Atlanta. He took me around the department illustrating specific equipment problems that they break down and solve. He believes that solution of today's problem is the start of tomorrow's opportunity.

He showed me the new Dole Citation fountain dispenser introduced recently by The Coca-Cola Company, the culmination of 25 years of engineering development by the Dole Valve Company in cooperation with The Coca-Cola Company. Custom-styled, in bright red and white and cheerful green, the eye-catching fountain dispenser is injection-molded of durable, long-life plastic for easy maintenance without repainting as well as for dressing up any stand outlet. The non-adjustable gravity syrup system uniformly mixes syrup and carbonated water accurately for any size drink and construction inside the unit minimizes cleaning.

Another dispenser, a companion piece, of similar related color combination, design and materials, is the Selmix Regent, also in the company's Pacemaker Series for dealers.

LaGarde said the equipment such as the above two as well as the Multiplex Faucet Company, Perlick Brass, and Carbonic Dispensers, Inc., among others, is tested independently by his company at the manufacturers' request in an effort to assure quality, construction and performance standards. This quality control work assures operator and concessionaire of performance and a uniform quality drink. "You can't assure quality by stretching the drink to get more drinks per gallon and still serve a satisfactory drink that will please the customer. After all, as Gertrude Stein would have said—'A gallon is a gallon, is a gallon, is a gallon, etc.'"

He added that the promotion, merchandising and advertising aids cautioned the dealer about the importance of offering a uniform, quality-controlled beverage so that the satisfied customer would return again and again. He suggested that I see examples in the promotion department.

Crossing over to another wing in the building, I met Howard Hyle, sales promotion manager for the fountain sales department, who took me on a tour that exposed me to the detailed coordination between the promotion and advertising units passing on the merchandising know-how to the outlet operator for increased profits.

"We're the only national beverage company whose representatives make frequent regular calls on the theatre and concessionaire owners and offer him free a full line of promotion and sales services," Hyle emphasized.

"Among these are the Theatre Survey, a complete analysis of the drink-dispensing equipment in the outlet to assure high Profit return; instruction and assistance in dispenser maintenance through manuals, brochures, films, etc., to supplement our men's personal calls; colorful, sales-appealing, advertising material, including national consumer and trade ads, promotion banners, related-item mobile displays on Coke as well as popcorn to boost sales; experienced help with personnel training for smooth operation insuring larger money returns, films, trailers, and tapes for pre-show time and special promotions to foster added profits."

He pulled open one of the myriad file draw-

ers and extracted a current folder containing a mammoth kit on "Plushmanship". He showed the varied material illustrating to the dealer how he could increase his profit by selling "extras" in addition to the original order—"A Large Coke?" when Coca-Cola was ordered; "With Cheese?" when a hamburger was called in.

It was so simple.

"Harold Sharp has told us many times that our responsibility in selling Coca-Cola doesn't end in the attractive, national and point-of-sale advertising of our product; but, in addition, we must help dealers sell the rest of their food products. We see it our further responsibility to help retailers sell more of the related items with which our product is the natural companion," Hyle added.

I recalled what Richard Orear, executive vice-president of Commonwealth Theatres, Inc., from Kansas City, Missouri, had told Bourdelais enroute to the coast—"For years Commonwealth Theatres and its associated companies have used Coca-Cola in their theatres. Without exception, the Coca-Cola men servicing our individual accounts have done a tremendous job in helping us merchandise not only Coca-Cola and all cold drinks, but also our various concession items."

Hyle told me that if I would like to know about the results directly from the field to pick any section of the country and they would put me in touch with top-chain operators there.

I picked the Southwest.

The regional sales manager, Emslie Gault, was notified and top chain owners were reached.

John Rowley, president of Rowley United Theatres, Inc., headquartered in Dallas, Texas, told Gault, "Your splendid personnel have been most helpful with equipment-know-how and promotional aids. Their efforts through the Plushmanship campaign have unquestionably helped us increase our overall concession sales."

Louis Higdon of Frontier Theatres, Inc., also out of Dallas, said, "Your product and your people have shown such an intense interest in our problems that we feel you are actually a part of our organization."

And from the management of Video Independent Theatres, Inc., the largest independent circuit in the Southwest, with main offices in Oklahoma City, Oklahoma, "The help which they have given us coupled with their superior product has made it possible to supply better service to our patrons and has resulted in increased profit. If the other nationally known manufacturers and suppliers would duplicate the superb advertising and promotional campaigns of The Coca-Cola Company (both nationally and at the local level) and tie this in with able local representation, the theater and concession business would benefit considerably."

I had asked my questions and I had gotten my answers.

I had found out why I had never really been conscious of this vast operation going on all the time; this unseen army, this task force of specialists, trained to team-work and constant service—it was smooth service to the theater owner and the concessionaire as well as the customers—a partnership for the public.

As Charley Bourdelais said when he returned to Atlanta, "Look, we are selling Coca-Cola in more theaters than ever before—and we are increasing our advertising and merchandising efforts to make Coke even more available to the theatre patrons everywhere—who drink it to be really refreshed. After all, it had to be good to get where it is!"



# REVIEWS

*The famous pink paper **SAVEABLE SECTION** in which Experienced Trade Analysts evaluate coming product*

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 24 year old service is both numerically more complete, and informatively more candid, than any similar trade analysis. Cumulatively numbered by film seasons (September to September), it is recommended that readers consecutively save all REVIEWS sections in a permanent file. The last issue of each August will always contain a complete annual index to close the season.

Combined, the every second week yellow paper **SERVICE** indexes to the past 12 months' product, and the alternating every second week pink paper **REVIEWS**, represent a unique informative service to theatremen. Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 246-48 N. Clarion St., Philadelphia 7, Penna.



SECTION TWO  
Vol. 62 No. 6

JUNE 17, 1959

## COLUMBIA

### The Woman Eater

MELODRAMA  
70M.

Columbia  
(English-made)

ESTIMATE: Mediocre horror entry for program.

CAST: George Coulouris, Vera Day, Peter Wayne, Joyce Gregg, Joy Webster, Jimmy Vaughan, Robert Mackenzie, Norman Claridge, Marpessa Dawn, Sara Leighton, Edward Higgings, Harry Ross, Alexander Field, David Lawton, John Tinn, Roger Avon. Produced by Guido Coen; directed by Charles Saunders. A Fortress Film Production.

STORY: Brilliant but deranged scientist George Coulouris learns of a South American plant with the power to bring the dead back to life and spirits one to England with native Jimmy Vaughan. The plant becomes a tree that must devour young girls to grow. Several murders by Coulouris and Vaughan strengthen the tree which is about to divulge its secret. Carnival entertainer Vera Day is sent by boy friend Peter Wayne to Coulouris for a job as housekeeper's assistant, arousing the jealousy of aging Joyce Gregg, Coulouris' housekeeper and mistress for many years. Frightened by the weird doings in the house, Day decides to leave, but this is prevented by Coulouris. He forces her to watch him bring Gregg, whom he has murdered, back to life, but only her body responds. Shocked by the mindless monster he has created, Coulouris turns on Vaughan and the tree, and all perish in a fiery ending as Wayne rescues Day.

X-RAY: This horror entry is mediocre fare at best and suited for lower half slotting in horror programs for indiscriminating audiences. Direction is sluggish, as is much of the acting, with Coulouris doing his best in an implausible role. The special effects are not much, and the killer tree seems destined to evoke as many chuckles as chills. The original story and screenplay are by Brandon Fleming.

TIP ON BIDDING: Lower rates.

AD LINES: "Horror From The Jungle . . . Every Woman Its Victim"; "It Fed On Women . . . A Story Of Monstrous Evil."

## PARAMOUNT

### Tarzan's Greatest Adventure

MELODRAMA  
88M.

Paramount  
(Eastman Color)

ESTIMATE: Good series entry should please.

CAST: Gordon Scott, Anthony Quayle, Sara Shane, Niall Macginnis, Sean Connery, Scilla Gabel. Produced by Sy Weintraub; directed by John Guillermin.

STORY: Disguised as natives, four men led by Anthony Quayle, who kills for the pleasure it gives him, steal explosives from a settlement in Africa, kill four innocent persons, and escape upstream in a motor launch. Investigating the crime, Tarzan (Gordon Scott) is told by beautiful adventuress Sara Shane that Quayle is the killer. They are old enemies, and Tarzan sets out in pursuit. During the chase, he is joined by Shane, whose plane crashes nearby. The fugitives, seeking a diamond mine, decide to stand and fight Scott. They fight among themselves, and though they wound Scott in an ambush, two of the four die. Finally, only Quayle is left, and Scott kills him after a savage battle, freeing the jungle from fear. Shane, changed by her experience with Scott, returns to civilization a better person.

X-RAY: This might be called the film wherein Tarzan goes adult, and the effort is surprisingly effective. More care is given to characterizations, both Tarzan's and the several villains involved, and effective acting, particularly by Anthony Quayle, keeps interest high. Good color photography and real African locales also add to the impact. This contains all the action and jungle elements that have made other films in the series appealing to the younger set, and added dramatic values should broaden its appeal to adults. All in all, it's a good addition to the series. Screenplay is by Berne Giler and Guillermin.

TIP ON BIDDING: Same as others in series.

AD LINES: "Evil Stalked The Jungle As Tarzan Fought His Most Desperate Battle"; "The Fabulous Ape Man In His Greatest Adventure . . . Blood And Violence In Darkest Africa."

## 20TH-FOX

### Say One For Me (918)

MUSICAL  
119M.

20th-Fox  
(CinemaScope) (DeLuxe Color)

ESTIMATE: Highly entertaining, name-packed fun-fest.

CAST: Bing Crosby, Debbie Reynolds, Robert Wagner, Ray Walston, Les Tremayne, Connie Gilchrist, Frank McHugh, Joe Besser, Alena Murray, Stella Stevens, Nina Shipman, Sebastian Cabot, Judy Harriet, Dick Whittingill, Robert Montgomery, Jr., Murray Alper, Richard Collier, David Leonard, Thomas B. Henry, Wilkie de Martel, Alexander Campbell, Bruce McFarlane. Produced and directed by Frank Tashlin.

STORY: Priest Bing Crosby has his parish in theatrical district and takes a great interest in their work and problems, introducing such practices as a 2 a.m. mass for their convenience. Entertainer Les Tremayne is stricken with a heart attack, and Crosby agrees to look after his daughter, Debbie Reynolds. She secretly takes a job in a lower class night club assisting entertainer Robert Wagner, who makes a play for her. Wagner, an opportunist, is aided by Ray Walston, one time top song writer but now an alcoholic. A romance develops between Wagner and Reynolds, and Crosby, realizing Wagner is using the girl, attempts to break it up. He offers Wagner a spot on a TV extravaganza he is producing in a fund-raising effort if he will give up Reynolds. Meanwhile, Crosby's guidance has enabled Walston to

lick alcoholism and return to songwriting. Wagner realizes he truly loves Reynolds and gives up his spot on the TV show to Walston, who has written a new Christmas song. All are happy at the end, with Wagner and Reynolds married and on their way professionally as well.

X-RAY: This happy musical with fine dramatic and comedy overtones should prove a real crowd pleaser. Crosby is a priest again and turns in a warm, able performance. He is greatly assisted by the popular Reynolds and Wagner. The show business background affords an opportunity for some pretty sharp dialogue and humorous situations, and there are a few moments of unabashed sentimentality to add to the film's general appeal. The songs, all exceedingly listenable, are by Sammy Cahn and Jimmy Van Heusen and "The Secret of Christmas" could be a real winner come holiday-time. The musical numbers are fast-paced and well staged, and direction and production in the better class. With liberal doses of drama, comedy, music, and inspiration, this is worthy of every sales effort and should reward such labors with better boxoffice returns. Screenplay is by Robert O'Brien.

TIPS ON BIDDING: Better rates.

AD LINES: "Bing's Happiest Hit . . . With The Kids' Favorites, Debbie Reynolds And Robert Wagner . . . An Entertainment Bonanza"; "As Happy As Christmas And Twice As Tuneful . . . Entertainment To Ring Every Bell In Your Heart."

### South Pacific (922)

MUSICAL  
151M

20th-Fox  
(CinemaScope)  
(DeLuxe Color)

ESTIMATE: Entertaining hit.

CAST: Rossano Brazzi, Mitzi Gaynor, John Kerr, Ray Walston, Juanita Hall, France Nuyen, Russ Brown, Jack Mullaney, Ken Clark, Floyd Simmons, Candace Lee, Warren Hsieh, Tom Laughlin, Galvan De Leon, Ronald Ely. Produced by Buddy Adler; directed by Joshua Logan.

STORY: This picturization of the Rogers and Hammerstein classic is now being released by 20th-Fox in CinemaScope version with color by DeLuxe. It is exactly the same as when issued in Todd-AO. For complete review, please refer to page 4451, April 2, 1958.

## UNITED ARTISTS

### Day Of The Outlaw

WESTERN  
90M

United Artists  
(Security)

ESTIMATE: Actionful outdoor opus with different twists.

CAST: Robert Ryan, Burl Ives, Tina Louise, Alan Marshall, Nehemiah Persoff, Venetia Stevenson, Donald Elson, Helen Wescott, Robert Cornthwaite, Jack Lambert, Lance Fuller, Frank De Kova, Paul Wexler, Jack Woody, David Nelson, Arthur Space, William Schallert, Michael McGreevy, Dabbs Greer, Betty Jones Moreland, Elisha Cook, Dan



Sheridan, George Ross. Produced by Sidney Harmon; directed by Andre de Toth.

**STORY:** Wyoming cattie-man Robert Ryan threatens to kill rancher Alan Marshall for stringing barbed wire across his land, but this is only an excuse since Ryan, who was once in love with Marshall's wife, Tina Louise, is sore over losing her. Their "fight" in the saloon is interrupted by the arrival of Captain Burl Ives and six of his henchmen fleeing from U.S. Cavalry and carrying loot from an Army paymaster's wagon. They take over the small community and hole up. The townspeople are terrified but heed Ryan's advice not to provoke the outlaws. The men are all for looting the place, taking the women, and going on a drunk, but Ives holds them in check. Ives, however, carries a serious bullet wound, and is near death. Ryan knows he must get the outlaws out of town before Ives dies. He convinces them that there is a passage over the mountains to freedom and offers to lead them out, although this is a lie. They leave during a growing blizzard, and after Ives falls off his horse and dies, the outlaws kill each other off. Finally only Ryan is left. He makes his way back to town, realizing he must give Louise up.

**X-RAY:** There is nothing out of the ordinary about this adult outdoor opus other than its somewhat different setting. It is too long for the story content with several sequences running on and on to the breaking point. Ives' performance dominates every scene he is in, although it must be mentioned that his death is one of the longest on record. The trek through the blizzard and the deep snow is suspenseful, and there is plenty of action throughout. Well-endowed Tina Louise is shrouded in high-necked, old-fashioned cover-all dress of the period. The screenplay is by Philip Yordan.

**TIP ON BIDDING:** Fair program rates.

**AD LINES:** "An Outlaw Band Outwitted Single Handed By A Hero Of The Wyoming Bandlands"; "They Took Over The Settlement But Their Thirst For Liquor And Women Was Thwarted."

## The Horse Soldiers OUTDOOR DRAMA 119M

United Artists  
(Mahin-Rackin-Mirisch)  
(Color by DeLuxe)

**ESTIMATE:** Highly entertaining action entry.

**CAST:** John Wayne, William Holden, Constance Towers, Althea Gibson, Hoot Gibson, Anna Lee, Russell Simpson, Stan Jones, Carleton Young, Basil Ruysdael. Produced by John Lee Mahin and Martin Rackin; directed by John Ford.

**STORY:** In 1863, the Civil War has been going poorly for the Union with the advance of U. S. Grant's armies being held up by Confederates entrenched in Vicksburg. Further delay could cost the Union the war. A plan is finally evolved to cut the supply lines to Vicksburg. This calls for Colonel John Wayne to lead a brigade of cavalry 300 miles into enemy territory to cut the railroad line and destroy equipment and supplies. There is friction at the start between Surgeon Major William Holden and Wayne, with the latter holding contempt for a soldier minus weapons as well as for doctors and their lack of ability. Enroute, they stop at a plantation where attractive Constance Towers overhears their plans. They are forced to take her and her servant-companion, Althea Gibson along. Wayne's mission is accomplished when he destroys the rail head, and since his retreat is cut off, he continues another 300 miles through the heart of the rebel territory towards Baton Rouge, which is in Yankee hands. They are pinned down before a bridge where Holden has a lot of wounded to tend, aided by Towers. When Wayne announces he is going to make a break for freedom since a large rebel cavalry force is close on his heels, Holden decides to stay and tend the wounded even though it means imprisonment. Wayne and Towers are by now in love and it is assumed that she will wait for him to find her at the war's end.

**X-RAY:** This colorful action entry is loaded with the kind of entertainment that means higher returns at the boxoffice. It contains an interest-holding yarn that has a bit of a lot of things, including suspense, fighting, attractive settings and a smart combination of acting talent that should spell out plenty of reason for enthusiastic public acceptance. In addition, there is the superior direction of John Ford and his numerous touches that add to the overall lustre of the attraction. John Wayne and William Holden make a powerful team, one that should satisfy the cravings of the action fan, while newcomer Constance Towers also makes her mark. The film is being aided by a well-planned exploitation, promotion, and advertising campaign which should help put it in the higher returns category. The screenplay is by John Lee Mahin and Martin Rackin, based on the novel by Harold Sinclair. There is also a Cavalry-type riding song to be heard, "I Left My Love."

**TIPS ON BIDDING:** Higher rates.

**AD LINES:** "The U.S. Cavalry In Action"; "Their Mission Was A Secret That Could Win The War. . . . Their Conflict A Rage That Could Lose It."

## The Hound Of The Baskervilles

MELODRAMA  
84M

United Artists  
(Hammer) (English-made)  
(Technicolor)

**ESTIMATE:** Fine filming of horror classic.

**CAST:** Peter Cushing, Andre Morell, Christopher Lee, Marla Landi, David Oxley, Miles Malleon, Francis De Wolff, Ewen Solon, John LeMesurier, Sam Kydd, Judi Moyens, Helen Goss, Dave Birks, Michael Hawkins, Ian Hewitson, Elizabeth Dott, Michael Mulcaster. Produced by Anthony Hinds; directed by Terence Fisher.

**STORY:** The legend of the Baskervilles has it that for 200 years all the Lords have died horribly on the moors, killed by the "hound of hell." When the new heir, Christopher Lee, prepares to go there, his physician friend, Francis DeWolff, requests Sherlock Holmes (Peter Cushing) and his associate, Dr. Watson (Andre Morell), to protect the scion. At Dartmoor they meet up with many strange happenings and suspects, including an escaped convict, several elderly servants, a solemn farmer, Ewen Solon, and his dark, scowling daughter, Marla Landi. Cushing orders Lee to stay off the moors for his own safety until he can unravel the mystery, but Lee meets Landi, with whom he becomes infatuated. When he goes to dine with her, she lures him to some old ruins on the moor, where an attempt is made on his life by Solon. Cushing and Morell rescue him and kill the hound of the Baskervilles but not before Solon, unrecognized heir to the estate who had trained the beast to kill, is himself killed. Landi dies in quicksand.

**X-RAY:** This famous Sir Arthur Conan Doyle novel has been given a brilliant and colorful production and is capably enacted by the entire cast. It is suspenseful and thrilling at times, and the settings are mysterious and strange. It moves with satisfactory pace and the English as spoken by the English cast is understandable at all times. The screenplay is by Peter Bryan.

**TIP ON BIDDING:** Better program rates.

**AD LINES:** "Never Has The Night Known A Beast Like This!"; "A Story To Stun The Senses."

## UNIVERSAL

### Born To Be Loved

DRAMA  
82M.

U-I

**ESTIMATE:** Pleasant programmer.

**CAST:** Carol Morris, Vera Vague, Hugo Haas, Dick Kallman, Jacqueline Fontaine, Billie Bird, Pat Goldin, Robert C. Foulk, Mary Esther Denver. Written, produced, and directed by Hugo Haas.

**STORY:** Carol Morris, a young and plain-looking seamstress, moves into a tenement apartment house. She is shy and lonely until she makes the acquaintance of elderly music teacher Hugo Haas. He recognizes her loneliness and attempts to make her dreams of attention from men come true by bribing neighborhood boys to whistle at her and by urging his pupil, Dick Kallman, to be nice to her. Meanwhile, she does some sewing for a wealthy widow, Vera Vague, and notices that a fine piano stands in her home unused since the death of her husband. Morris persuades Vague to send the piano to Haas, thus fulfilling his desire in life. Vague and Haas become better acquainted, and Kallman really finds himself in love with Morris, who has been primed and beautified under the care of Vague. A double wedding is in order.

**X-RAY:** Hugo Haas has in the past become associated with the off-beat, the unusual, and the more sordid or evil aspects of life. Therefore this entry, which is sweetness and light, comes as a pleasant and entertaining surprise. The story is a simple and interesting one that holds viewer attention whether they be young or old, for there are elements for nearly all age groupings. The acting is competent, as are the direction and production, and the entry should fare well as part of the show. There are several musical renditions to be heard including "Fata Morgana," "Born To Be Loved," and "One Good Kiss," and Kallman unveils an attractive voice.

**TIP ON BIDDING:** Program rates.

**AD LINES:** "A Film That's A Surprise-filled Delight"; "You're Never Too Old For Romance . . . And This Proves It."

## WARNERS

### John Paul Jones (823)

DRAMA  
120M.

Warners  
(Technirama) (Technicolor)  
(Made primarily in Spain)

**ESTIMATE:** Moderately successful historical epic.

**CAST:** Robert Stack, Marisa Pavan, Charles Coburn, Erin O'Brien, Macdonald Carey, Jean Pierre Aumont, David Farrar, Peter Cushing, Susana Canales, Jorge Riviere, Tom Brannum, Bruce Cabot, Basil Sydney, Archie Duncan, Thomas Gomez, Judson Laure, Bob Cunningham, John Charles Farrow, Eric Pohlmann, Pepe Nieto, John Crawford, Patrick Villiers, Frank Latimore, Ford Rainey, Bruce Seton, Paul Curran, George Rigaud, Rupert Davies, Nicholas Brady, Robert Ayers, Christopher Rhodes, Macdonald Parke, John Phillips, David Phethean, Mitchell Kowal, Reed de Rouen, Charles Wise, Archie Lyall, Al Brown, Randolph McKenzie, Phil Brown, Felix de Pomes, and special appearance by Bette Davis. Produced by Samuel Bronston; directed by John Farrow.

**STORY:** Scottish John Paul (Robert Stack) goes to sea when very young and rises to his own command at 26. He kills a mutinous sailor and rather than face a hostile court-martial flees to America taking the surname Jones. He inherits a farm but soon returns to sea with a command in the Continental Navy. Angered by political appointments and indifference to sea power, he is tempted to resign. He is convinced by George Washington (John Crawford) to carry a dispatch to Paris to Benjamin Franklin (Charles Coburn). There he falls in love with Marisa Pavan, the illegitimate daughter of King Louis XVI (Jean Pierre Aumont). France supplies him with a ship, the Bonhomme Richard, and he terrorizes British shipping until England recognizes the independence of American colonies. His pleas for a strong Navy are still ignored, and he enters the service of Russia's Empress Catherine (Bette Davis). His health broken, Stack dies with the dream of a strong American Navy still foremost in his heart.

**X-RAY:** It is difficult to fault a film dedicated to the life of one of America's great heroes and full of noble intent, but this story of John Paul Jones is only moderately



satisfying and will have to be sold hard to garner better than average returns. Episodic in the extreme, there are many sections that are drawn out too long and even many of the battle scenes lack real excitement. As a history lesson, it is more successful, and exhibitors should seek tieups with local high schools and patriotic groups. Acting is uneven, as is direction. Good color photography and excellent production values are aids, as are some of the luxurious European backgrounds. A tendency to preach slows things down on several occasions, and this seems to be the film's chief shortcoming. Screenplay is by Farrow and Jesse Lasky, Jr.

**TIP ON BIDDING:** Fair program rates or better, depending on situation.

**AD LINES:** "The Sweeping Saga Of America's First Naval Hero . . . Exciting and Turbulent As The Sea Itself"; "Sailing Triumphantly Onto America's Screens, The Proud, Action-Packed Story Of John Paul Jones."

## FOREIGN

### The Most Wonderful Moment DRAMA 94M.

Ellis Films  
(Italian-made)  
(English titles)

**ESTIMATE:** Interesting import.

**CAST:** Marcello Mastroianni, Giovanna Ralli, Marisa Merlini, Ernesto Calindri, Riccardo Garrone, Emilio Cigoli, Clara Bindi. Produced by Giorgio G. Agliani; directed by Luciano Emmer.

**STORY:** Giovanna Ralli is a student nurse in training at a large Italian hospital. She's in love with young doctor Marcello Mastroianni, attached to the obstetrical department. The long hours, study, and discipline make their romance a sub-rosa one. A short separation looms when Mastroianni is sent to Paris to study a new method of painless childbirth. After he departs, she discovers that she is pregnant. When he returns, he tells her he cannot marry her at the moment because he still has a career to carve for himself. She doesn't insist, preferring not to tie him down. Instead, she decides to leave the hospital and exit from his life. She goes to stay with old friend Marisa Merlini, who runs a nursing clinic for expectant mothers, also advocating painless childbirth. Mastroianni is discouraged when his first patient fails to follow through with the teachings and he misses Ralli. He regains confidence and spirit, and he and Ralli are reconciled. A child is born, and the future looks brighter than ever.

**X-RAY:** For those who have a mind to do so, the subject of painless childbirth can be exploited to the hilt since much of the film is concerned with the subject. There is some footage devoted to the training, as well as a brief bit showing the birth of a child. The other portion of the film devoted to a romance between a young doctor and nurse is of average interest. The cast performs well and direction and production are suitable. It should do alright in art and specialty spots, and where exploitation is of value, it can help in the final tally. The screenplay is by Sergio Amidei, Glauco Pellegrini and Ugo Pirro, based on a story by Amidei and Vasco Pratolini.

**AD LINES:** "A Tale Of Romance And Of A Woman's Most Wonderful Moment—The Birth of A Child"; "The Film About Painless Childbirth."

### Of Love And Lust COMEDY DRAMA 103M.

Films Around The World  
(Swedish-made) (English titles)

**ESTIMATE:** Fair import.

**CAST:** Anita Bjork, Anders Henrikson, Elsa Carlsson, Edvin Adolphson, Gerda Lundequist, Mai Zetterling, Gunnel Brestrom, George Fant, Hjordis Petterson, Torsten Lilliochrona. Produced by Europa Films; directed by Anders Henrikson.

**STORY:** "ON PAYMENT"—Anita Bjork is the daughter of General Edvin Adolphson. While she is polite to the men around her, she tears men in general and sex in particular. This is heightened when her horse is set upon by the stallion of a neighboring farmer, and she is driven to bed by hysteria. She is determined not to marry, but her father dies. While she resolves to fight for the emancipation of women, she also sees that it will be to her advantage to marry. She chooses university professor Anders Henrikson, who seems suited to a platonic relationship. After the wedding, she refuses to have relations with him while urging him to run for Parliament. She uses her body to get him to introduce a bill to help womanhood. This sets the pattern for their relationship for the future.

**"A DOLL'S HOUSE"**—George Fant is a Navy Captain. At sea for many months out of the year, he and his wife, Mai Zetterling, act as newlyweds after six years of marriage and four children. He suggests while he's away that she get a female companion. Gunnel Brestrom, man-hating suffragette, soon convinces her that her marriage is a form of slavery. Zetterling's mother advises Fant to make a play for Brestrom, and he gets her to fall for him. Zetterling becomes jealous and soon forgets the nonsense preached by the other.

**X-RAY:** Plots and movement with psychological import and impact seem to be the thing these days, and this two-segment film falls into such a category. The first segment takes its time in making its point, and having done so, fades into the ordinary. The second segment is at least primed with comedy relief and saucy situations, in addition to which it has charm and a bit of magnetic vitality. The cast is generally good and production and direction are average. The use of light titles against light backgrounds may prove annoying to viewers in the art and specialty spots. The screenplay is by Katherine and Tage Aurell, based on stories by August Strindberg.

**AD LINES:** "Love Found A Way—For Everyone"; "A Merry-Go-Round Of Love And Romance—And Fun, Too."

## The Shorts Parade

### TWO REEL

#### COLOR TRAVEL

**I WENT TO BRITAIN.** Lester A. Schoenfeld. 22m. One thing that impresses here is that the color camera and touring couple take to the different and off the beaten track. The film as a result emerges as a fine travel documentary that will give viewers an entirely new and charming view of Britain. **EXCELLENT.**

### ONE REEL

#### COLOR CARTOONS

**DAWG GAWN.** Paramount Noveltoons. 6m. A puppy is told by a little girl not to follow her to school; but he persists in this until he is picked up by a dog catcher. This makes the little girl angry and she lets all the dogs in the pound truck loose, and they all follow her to school. **FAIR.** (P18-2).

**DOWN TO MIRTH.** Paramount Casper Cartoon. 7m. A mad scientist invents an anti-gravity machine; and is using it to create havoc on earth. Casper becomes involved with him and makes him destroy the machine, and bring the earth back down to earth. **GOOD.** (B18-2).

**FUN ON FURLOUGH.** Paramount Herman and Katnip Cartoon. 6m. Katnip is going after

a group of little mice, who are having fun in a toy shop, until Herman appears in the uniform of a sergeant, who is on furlough. Because Katnip has had military training, Herman puts him through the paces, and eliminates the possibility that Katnip will bother the little mice after his furlough is over. **FAIR.** (H-18-3).

**HOUNDABOUT.** Paramount Noveltoon. 7m. A dog is kicked out of the house during a rainstorm, and decides that a human being's life would be better for him. He disguises himself as a man and after a number of experiences decides that a dog's life is not so bad after all. **GOOD.** (P18-4).

**LA PETITE PARADE.** Paramount Modern Madcap Cartoon. 8m. In a tiny kingdom, there is a parade every morning for the little king. At the end of the parade, a garbage wagon always manages to hit the same hole in the street in front of one of the subjects' houses. After futile complaints to all concerned, the subject finally arranges the marriage of the king to an American movie star on promise that the daily parade will be detoured from in front of his house. The garbage wagon, however, shows up just the same, with the garbage always managing to get into the subject's house. **GOOD.** (M18-3).

**LOG JAMMED.** Universal - International Walter Lantz Cartune. 7m. Woody Woodpecker gets mixed up with a woodchopper in the North Woods. The chopper cuts down Woody's home and it winds up in a huge log jam in the river. Woody finds his tree, and starts chopping away, with the woodsman trying to keep him from doing so since his tree is the key log in the jam, and if disturbed, would make the jam go wild. The fight is still going on after they have both become old. **FAIR.** (3917).

**MAGOO'S HOMECOMING.** Columbia Magoo Cartoons. 6m. Magoo thinks he's going to a college homecoming, but winds up at a zoo with a jewel thief as his buddy. He thinks all the animals are his old class mates; gets hold of the stolen jewels, drapes them around a bear's neck. The bear gives the thief a bear hug, with Magoo coming out a hero. **GOOD.** (3755).

**MERRY MINSTREL MAGOO.** Columbia Magoo Cartoons. 6m. Learning that Waldo is a TV addict, Magoo decides to show the nephew what some real, old time entertainment is, and goes into some of his minstrel routines. Carried away with himself, he heads for a TV talent show, but winds up in a dentist's office, where he thinks the X-ray machine is a TV set. Kicked out into the street, he does his minstrel routines there, draws a big crowd, gathers in a lot of money as they mistake him for a sidewalk entertainer. **GOOD.** (3756).

**OWLY TO BED.** Paramount Herman and Katnip Cartoon. 6m. A sleep-walking baby owl finds its way into Herman's house, and the mouse makes friends with it. The owl arouses Katnip, who starts after it, but Herman always manages to rescue the owl. The owl finally makes a nest for himself out of Katnip's fur, which Herman has stripped off. **FAIR.** (H18-1).

**YUKON HAVE IT.** Universal International Walter Lantz Cartunes. 6m. Chilly Willy goes to the headquarters of the North West Mounties in search of food. They think he is a wanted criminal; but the penguin finally captures the criminal himself and winds up joining the Mounties. **FAIR.** (3916).



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JUNE 17, 1959

SECTION THREE  
Vol. 62 No. 6

# EXPLOITATION

**ACTUAL PROMOTIONS, accomplished by Experienced Theatremen, that can be applied with profit to many other Theatre Situations.**

This special section is published every-second-week as a separately bound saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each such cumulatively numbered saveable section represents current submissions that have been judged by the Editorial Board as having the originality and ticket selling force to warrant placement in the 1958 SHOWMEN OF THE YEAR CONTEST (explanation elsewhere). It is recommended that theatremen save complete annual consecutively numbered files of these EXPLOITATION sections, and on the last page of each issue will be found a complete cumulative index for the preceding 12 months. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 246-48 N. Clarion St., Philadelphia 7, Pa.

**Individual ACHIEVEMENT CITATIONS have been issued for each of these:**

## B. KIDS' MATINEES

Number 35

**Politician Sponsors Kid Shows**

**THEATRE:** Forest,

**ADDRESS:** Forest Park, Ill.

**MANAGER:** Hugh S. Borland

When local merchants and the Chamber of Commerce told me they were unable to sponsor any kiddie shows because they were tied up with other promotions, I ran across an article in a local newspaper about a candidate for State Representative. This gave me the idea of contacting him for the sponsorship of a series of morning cartoon shows to be held the last Saturday of every month for a period of nine months. I explained to him how his sponsorship of the shows would create a lot of good will which would help his campaign. He liked the idea; and we went to town!

A tabloid sized newspaper throw-away put out by the candidate and distributed to every employee working in plants, factories, etc. in all the suburban towns and called "Time Clock Times" plugged his free shows to a fare-thee-well. In addition letters illustrated by the favorite cartoon characters of the screen were mailed to every Forest Park resident.

The general tone of the copy used in both read: "Dear friends and neighbors: Enclosed herewith are two tickets to the big 20 Cartoon Show which I am sponsoring this Saturday at 10 A.M. for all the children of our community. As a candidate for State Representative, I could spend a lot of money on advertising in the newspapers, billboards, etc., but I decided I would rather put something on for the kids. Therefore, in cooperation with the Forest Theatre the free show will be on from 10 A.M. to 12:45 P.M. There will be no admission charge of any kind. I realize it isn't much, but because of so many parents being out of work these days, I am happy to make my small contribution in this manner."

The free show thing boomeranged with members of citizens' clubs, a savings and loan association, union locals and, yes, even some of the merchants who first turned the idea down, getting on the bandwagon, going for some ad space on circulars and the tabloid newspaper put out about the politically sponsored free shows and acting as free ticket distributing agencies.

We never had such success with sponsored shows before and over 1,800 children attended the first two shows.

## E SCHOOL TIE-UPS

Number 13

**Educators Help "Tempest"**

**THEATRE:** Harber,

**ADDRESS:** Oklahoma City, Okla.

**MANAGER:** Farris Shanbour

In addition to the personal appearance of Van Heflin at a special press screening of Paramount's "Tempest" followed by a cock-



A politician-sponsored series of morning kiddies' cartoon shows created plenty of good will and made many small fry happy at the Forest, Forest Park, Ill., recently. Manager Hugh S. Borland made the arrangements.

tail party and dinner honoring the star at the Petroleum Club, which was most successful and beneficial publicity and news-wise since the highlight was a presentation by Heflin of an oil painting to Dr. George L. Cross, president, University of Oklahoma, our recent campaign on this film centered upon reaching local educators.

We held a special screening of "Tempest" for all history and English teachers in the Oklahoma City high schools. We previously contacted the English and history departments of these schools and by way of an invitational letter sent to the department supervisors, we extended an invitation to all the teachers of these departments to attend the screening. Approximately 200 letters of invitation were sent out, and attendance at the special showing was excellent.

Upon entering the theatre on the evening of the screening, the teachers were presented with special magazines concerning "Tempest", along with a number of student discount



Farris Shanbour, Harber, Oklahoma City, recently centered his campaign on Paramount's "Tempest" on reaching local educators. He held a special showing for all history and English teachers in the city's high schools; distributed student discount tickets through them; and gave them copies of Dino De Laurentis' full-color booklet on the film.

tickets to be passed out in their classrooms. These tickets, which will admit a student for 75 cents, are available only through the teachers. The screening was covered by the local press and a story was featured in the Sunday amusement section of the Oklahoman.

We explained to the teachers that we would be glad to accommodate any class or number of students who wished to see the film, in a body, at special discount prices. We received one reservation from a senior high school for 108 students. We understand that these students were required to write a theme on "Tempest" for which they received credit in their English classes.

We secured 200 copies of Dino De Laurentis' special 20-page full color booklet on "Tempest" and arranged to have a sticker placed on the back page giving the name of the theatre and the playdates. These magazines were distributed to the teachers who attended the special screening of the film.

## G STUNTS-BALLY

Number 57

**A "Tall" Contest For "Watusi"**

**THEATRE:** State,

**ADDRESS:** Wichita Falls, Texas

**MANAGER:** Bill Samuel

To impress upon patrons the fact that the Watusi natives of darkest Africa featured in MGM's "Watusi" are over six feet eight inches tall, we recently held a little contest that proved most effective.

Free guest tickets were awarded to all men or women who are six feet six inches tall; while a 30 day free pass was awarded to the tallest man and woman to register during the run of the film.

We egged them on by appealing to their civic pride and using the catch line "Let's go Texans. Let's see how many are over the average height of a Watusi!"

## H LOBBY DISPLAYS

Number 20

**Home Made Display For 40¢**

**THEATRE:** Carver,

**ADDRESS:** Rock Hill, S. C.

**MANAGER:** Mrs. Sara Segal

Here is a home-made display gimmick we recently created and used on American-International's "The Spider" to good results.

We strung a web (plain white cord) over the whole entrance lobby. Then we manufactured a large spider, which hung over the ledge of the boxoffice. This was made of stuffed black cloth with pipe cleaners for legs and two large white buttons for the eyes. A few rubber spiders were also stuck around on the boxoffice window and on the lobby

SAVE THESE  
EXPLOITATION SECTIONS  
FOR A PERMANENT RECORD!



wall.

This display was up about two weeks in advance and the four times normal business we did on the film is partially attributed to it. The strange part of it was that we had more adults than children who were attracted by the display, yet it was the children who talked-it-up.

## I. INSTITUTIONAL

Number 46

**Art Gallery Gets Prestige And Good Will**

**THEATRE:** Norshor.

**ADDRESS:** Duluth, Minn.

**MANAGER:** George R. Brown

This theatre has as one of its features a corridor that can and has been used as an art gallery.

Two years ago I enlisted the aid of Mrs. Robert E. Myers, a local artist who paints for pleasure and personal enjoyment. She is well acquainted with local artists and art students and was able to help me arrange art exhibits and keep our gallery alive.

During the past two years we have had 26 different art shows, including a show by the art students of the Duluth school system, and shows by college professors, housewives, doctors, a paralyzed victim of polio, various amateur art groups, etc.

During the summer time, one of the Garden Clubs of Duluth uses the art gallery for a flower display.

The fame of our art gallery has grown to the extent that Mrs. Myers and I have had calls and letters requesting exhibits from as far as Wakefield, Mich., 400 miles away. The Gallery is now booked through October, 1960, and we have several others that request exhibit time after that date.

The prestige and good will from our art displays can not be measured in dollars and cents at the boxoffice; but it is gratifying to see patrons walking through our gallery while



This home-made display, used at the Carver, Rock Hill, S.C., recently by manager Mrs. Sara Segal on American-International's "The Spider," was most effective and obtained the desired attention.

waiting for the next performance to start; to hear them say, "Let's see what's in the art gallery," when they enter the theatre; to obtain calls from art teachers of the various schools asking permission to take their classes through the gallery before the theatre opens. Local newspapers have frequently featured articles and art on our exhibits due to the interest in the local artists.

Number 47

**Never Sell A "Short" Short**

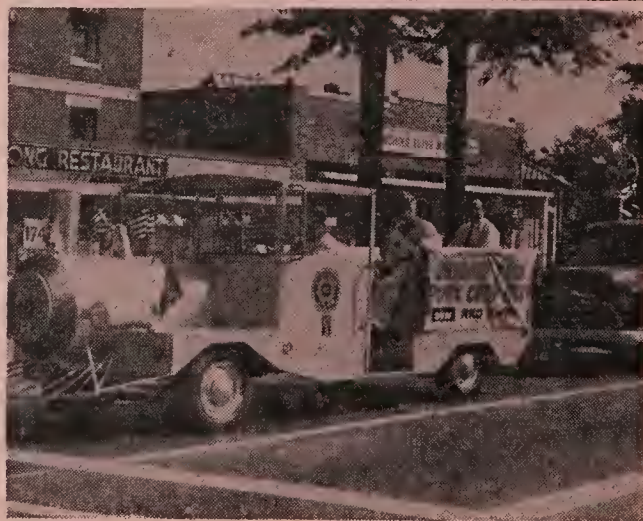
**THEATRE:** Vagabond,

**ADDRESS:** Los Angeles, Cal.

**MANAGER:** E. D. Harris

All too often the chance to utilize some showmanship efforts is overlooked when it comes to attracting patrons to see a featurette or short subject. We know that the main feature is naturally the all important attraction; but we must always seek new patronage for our other merchandise in the hopes of establishing the old movie going habit. Sometimes taking the bull by the tail can get more results than grabbing the horns, if we pull the tail hard enough.

Such was the case recently when we sold our featurette as well as the main attraction and the added interest we generated in the short subject helped to sell the entire pro-



RKO Keith's, Washington, D.C., recently tied-up with the local American Legion to publicize United Artists' "Pork Chop Hill." Seen in the bannered '40 and 8' locomotive which made the rounds of the metropolitan area are chief engineer Philip Domras and Tom Camarada, Keith's Theatre.

### THE NEW 1959

## "Showman-of-the-Year" CONTEST

Each individual achievement, selected by the Editorial Board and published in this every-second-week EXPLOITATION Section of MOTION PICTURE EXHIBITOR, will receive an Achievement Citation. Five by the same showman published in any one year will receive a SILVER Achievement Citation. And, should any showman ever accomplish ten in the same year, a GOLD Achievement Citation will be awarded. No weekly or monthly prizes will accompany such citations.

At each year's end, all such published achievements will be submitted to the "COMMITTEE OF 100" theatre circuit executives for their individual study and their personal choice of the BEST FIVE. A minimum of

**\$1000000  
IN PRIZES**

will be awarded to the five "SHOWMEN-OF-THE-YEAR" so selected. Alert showmen, interested in the international distinction to be gained from such awards, will recognize that an advantage lies in winning repeated individual published achievements. Address all submissions and photographs to: GEORGE F. NONAMAKER, Feature Editor, MOTION PICTURE EXHIBITOR, 246-48 N. Clarion Street, Philadelphia 7, Penna.

gram.

This featurette was Kingsley International's release, "Men With Cars", a 30 minute subject on the 1958 Sebring, Florida, sports car races.

We held pre-opening screenings for amusement, sports and automobile editors, newspapers, radio and television personnel, which resulted in advance art and story breaks.

The California Sports Car Club sponsored the 1959 opening racing season at the Pomona track, near Los Angeles, and many of the participants were seen in the short subject of the Sebring race. Between races over the public address system we arranged for announcements to be made about our showing of "Men With Cars."

Following the race, at a victory dinner given by the sports club in honor of the winners, as well as the press, at the Grand Prix Restaurant, all guests received invitation-passes to see "Men With Cars."

Sports Car Night was celebrated on opening night at the theatre with invited guests including known sports personalities, the Pomona winners, newspaper, radio television and sports editors.

In addition to regular breaks on amusement pages, we got frequent story shots on sports pages, radio and TV to attract the sports fans. Radio and TV sportscasters also helped reach that lost audience.

Leading sports car distributors displayed window cards in showrooms, plugging the opening. Owners and salesmen were invited to see "Men With Cars" so they were very enthusiastic in "selling" the film to car prospects to build up sports car interest.

Number 48

**Toy Giveaways Help Snack Bar Biz**

**THEATRE:** Glenwood Drive-In,

**ADDRESS:** Glenwood, Ark.

**MANAGER:** Mrs. J. A. Eggerman

We have just finished a profitable promotion on 20th-Fox's "Harry Black and The Tiger."

We bought six stuffed toy tigers from a carnival wholesale house and displayed them in the snack bar for two weeks prior to the showing of the picture. During the week before, we distributed 1500 of our regular monthly show calendars and in the advertising space we printed: "Six toy tigers to be given away Sunday (date). See them in the snack bar. The word 'tiger' will be printed on the bottom of six of our giant size drinking cups sold that night. Buy any of the following and you may get the lucky cup and win a toy tiger." Then we listed all the big size drinks we sell.

I talked this up on the loud speaker for a week or 10 days and they listened because it was more than a sales pitch. It was a chance to win something for nothing.

The gate receipts were well over what we expected for the picture alone and the snack bar was about double.

This plan could be adapted to many other pictures depending on what toy would tie in with the picture title.

Number 49

**Get Those Tourists!**

**THEATRE:** Criterion, Holly, Esquire, Starlite Drive-In, Rogue Drive-In, Valley Drive-In.

**Address:** Medford, Ore.

**DISTRICT MANAGER:** R. P. Corbin

This year is being celebrated in Oregon as a Centennial Year. A vast amount of money has been spent to attract tourists to the State. Our local motels and hotels are already beginning to fill up early every night.

Since we operate both hard tops and drive-ins in this territory and knowing that many of these tourists have very little to do in the evening, we decided to try and attract them to our theatres.

We installed an automatic telephone answering service, which gives full information about pictures playing and the time schedules and placed cards measuring four by five inches, printed red on yellow stock, in over 250 motel and hotel rooms. The copy read: "How about a movie tonight? Phone (Continued on page EX135)"



# Stress Superior Air Conditioning, Emerling Advises Exhibs In Manual

NEW YORK—Ernest Emerling, vice-president, Loew's Theatres in charge of advertising and publicity, recently issued a "Cool Air Conditioning Manual" to all theatres on the circuit.

Highlights of the manual, which included detailed instructions to managers on operation and publicity for air conditioning; "cool" hints for theatre personnel; catchlines for ads, posters, snipes, etc., trailer copy for hot weather; suggestions for special stunts to promote air conditioning; etc. are reproduced below for adaptation by other theatres.

Your COMFORTABLY COOL theatre is no longer a novelty in town. Almost all stores are now air-conditioned. So are a great many homes and apartments. Everybody knows—or should know—that your theatre—and the opposition's theatres — are air conditioned.

Your job, from now on, is to create in the public's mind an image of superior air-conditioning: a cool climate that is comfortable, healthful and under expert supervision at all times. A certain percentage of your city's moviegoers, who suffer from sinus, arthritis and other disorders will be inclined to avoid theatres during the cooling season; worse, they will be walking detractors of your cooling system. That is why continuing publicity stressing comfort and health is so essential. Your publicity should be backed up by a plant operation as close to the ideal as possible: anticipate breakdowns, be ready for them if they occur, and watch temperature and humidity within the auditorium. One bad experience on a crowded week-end can undo all the good you have built up.

It is a good idea to get a picture and story into the papers at the start of the cooling season. Have a newspaper stunt ready for extremely hot periods, too.

## General COOL Hints

1. Ask cashiers, in hot weather, to answer the phone by saying "Good afternoon — Cool Loew's."
2. All ads, cards, windows and other advertising away from theatre should carry COOL copy.
3. Put up a good front: avoid hot colors (red, orange etc.) in signs, displays, uniforms. Use backgrounds of light blue, green, light yellow, white. Potted plants, lattice and ivy, art of pine trees, waves, clouds and mountains give an illusion of coolness. A lobby fountain is a good deal, or a cart with ferns or flowers.
4. Avoid pictures of Eskimos, icebergs, blizzards, snow-loaded letters and other extreme COLD symbols on reader boards etc.
5. Where radio copy is used, ask announcers to call you "Cool Loew's" for duration of warm months.
6. A perspiring, rumpled, stringy-haired cashier is a poor advertisement for the comfort you are trying to sell. Same goes for ticket-taker and other employees. If your boxoffice is out of the cooling zone, try to make it as pleasant as possible with a fan and adequate ventilation.
7. Don't cheat on your temperature-humidity checks. In the long run, you'll be cheating yourself out of customers.
8. Instruct all employees that theatres doors and windows left open during hot weather

will cancel out your cooling plant's operation or impair its efficiency.

9. Get all red and orange bulbs out of wall brackets, table lamps, rest room fixtures. Reduce interior wattage wherever possible to cut down heat. Exposed hot water pipes in closets, utility rooms and anywhere else in the cooling area should be insulated.
10. In extremely hot or humid weather, it is especially important that your engineer be on the job in time to get the house comfortable for early patrons.

**Kid Stunts**—Invite a party of orphans or other institution kids to the theatre for an afternoon away from the torrid weather. Make sure you have a suitable program on this one. Ask the newspaper to cover the party for you with cameraman and reporter.

**Graduation**—Offer your theatre stage to a local high school for graduation exercises (morning) on the premise that the school auditorium is too uncomfortable. Providing, of course, that you're having a heat wave when graduation day comes along. Should get nice newspaper breaks.

Same idea for a church . . . on a Sunday morning . . . a one-time stunt during a heat wave.

**Closed Stores**—A great many businesses close for a half-holiday on Wednesday or Friday during June, July, and August. Perhaps you may be able to interest them in a door-hanger or sign reading:  
WE CLOSE AT 12 NOON EVERY FRIDAY DURING JUNE, JULY AND AUGUST . . .  
You'll probably find us at the Comfortably Cool LOEW'S STATE THEATRE.

**Frozen Passes**—Freeze acetate-wrapped guest tickets in blocks of ice and leave them at busy intersections. Sign informs passersby that tickets are free to anyone who'll wait 'till they're unfrozen . . . but a better way to keep cool is to visit COMFORTABLY AIR-CONDITIONED LOEW'S.

**PARASOL BALLY**—Use the oldie of the pretty girl in bathing suit and umbrella lettered "IT'S COOL AT LOEW'S."



The U.S. Navy Recruiting Service has joined Paramount in the promotion of the new Jerry Lewis comedy, "Don't Give Up The Ship." 5,000 sidewalk A-board postings will be used in cities throughout the country.

## GET THOSE TOURISTS

(Continued from page EX134)

SP 3-7323 for full information about pictures playing and time schedules at the Medford theatres."

Just as simple as that and the result is most gratifying for our answering service is receiving many calls between the hours of four and six p.m., which is a time when our regular patrons do not usually call us. We also are noticing a number of tourists attending all of our theatres.

## NUMBER 50

Some Drive-In Business Builders

THEATRE: Fort Wayne Drive-In

ADDRESS: Fort Wayne, Ind.

MANAGER: Glen Allen

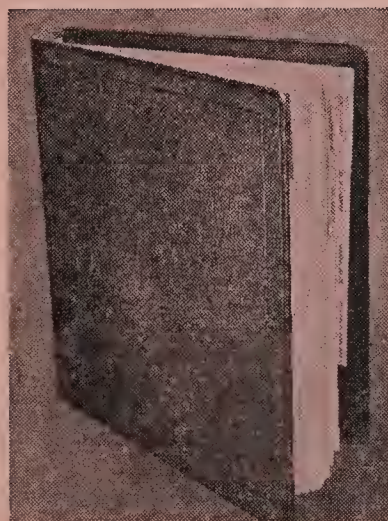
Here are a few gimmicks we have found to be business builders at our drive-in.

We are currently running two contests of similar nature aimed at increasing sales at our concessions stand.

The first urges patrons to save barbecued beef sandwich bags so they may participate in a big auction to be held several months hence and in which they can take part without any money. An RCA Victor Stereo High Fidelity set will be auctioned off to the patron who bids the most number of barbecued beef bags.

(Continued on page EX136)

## SAVE . . . these EXPLOITATION sections!



Specially Numbered, Classified, Indexed and Punched for Filing, they will prove to be an encyclopedia of useable exploitation stunts.

A standard 10 1/2" x 12 3/4" Ring Binder can be purchased locally, or the sturdy 3-ring

## Service-Kit Binder

capable of holding two full years of data is available to Subscribers for \$1.50 each.

(Price includes shipping costs. Cash with order, or C.O.D.)

MOTION PICTURE EXHIBITOR  
**BOOK SHOP**

246-48 N. Clarion Street  
Philadelphia 7, Penna.



## COMPANY ASSISTS

**UNITED ARTISTS** and the Irish Whiskey Distiller's Association have set a major tie-up for "Shake Hands With The Devil." The cross-promotion involves a full-page trade ad offering the recipe for a special concoction called "The Devil's Hand Shake," and gives full credits and endorsement for the UA release. Reprints of the ad, together with a list of key playdates have been sent to more than 1,000 newspapermen, motion picture editors and others across the country by the firm's executive producers.

**JOSEPH E. LEVINE's** Embassy Pictures Corporation is mailing out 20,000 copies of the new Dell Comic Book based on the Warners release "Hercules", to a national list of newspaper executives and other opinion makers. Each book carries a note reading: "Unless you would like to keep the attached in your personal library, perhaps, you will pass it along to some deserving small fry. P. S. Come July, all the kids in America will be seeing 'Hercules'." Dell Publishing Company will distribute 1,000,000 copies of the comic book to dealers and Levine has contracted for an additional 500,000 copies which will be used for opening day giveaways and radio and TV contests.

**COLUMBIA** has come up with a "Chase The Face" promotion on "The Face Of A Fugitive" calling for the cooperation of local radio stations. The disc jockeys or other broadcast personalities involved would ask their listeners to join the "Chase The Face" contest in which they are to locate and identify **THE FACE OF A FUGITIVE** from clues broadcast over the air. The "face" can be portrayed by any station or theatre staff member. He should be dressed in street clothes, but should carry some sort of distinct identification, such as a black adhesive tape on a cheek, or handcuffs with one end fastened to one wrist, etc. Listeners, to qualify for guest tickets, must approach the "face" and identify him. Each day listeners are given new clues as to where and when the "face" will make his appearance. Passes to see the film can be awarded for proper identification. Variations of the stunt can be worked for television and local newspapers.

**PARAMOUNT's** "Last Train From Gun Hill" has been reproduced as a color comic book by Dell Publishing Company. Titled the same as the picture, and showing on the cover a scene from the film with the stars, the Dell Movie Classic book is currently on sale on newsstands and at other retail outlets throughout the country. The back cover and inside front cover of the comic book also spotlight the motion picture, with descriptions of the characters and scene stills. Also on this film Paramount has a tieup with A. C. Gilbert Company on a model train that resembles in every detail the locomotive, tender and passenger cars featured in the picture. A special promotion has been set with the manufacturer for theatres. Under arrangement with local hobby shops or model train retailers, the theatres will set up displays of the electrically operated trains in their lobbies, and call attention to the displays with newspaper stories and ad slugs. Patrons will be invited to participate in contests offering the train sets as prizes. The new Gilbert model, named "The Frontiersman", comes packaged as a complete unit that includes track and power apparatus. Theatres may also arrange with the retailers to have window displays of the new model accompanied by posters and stills calling attention to the playdates.

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**COLUMBIA** is sending an "H-Man" horror trailer to 36 cities in eight states as part of its exploitation campaign on the science fiction thriller. The trailer, literally a horror show on wheels, it is expected, will be used in connection also with subsequent engagements of the film. Designed to permit the public to enter and pass through "The Home of The H-Man", the 32-foot van features a variety of scientific shock displays based on scenes in the film. In addition to a three-dimensional, animated "H-Man", the special effects in the cavern-like interior include bubbling atomic pools, dripping phosphorescent water, ultra-violet lighting and eerie sound effects. Miniature 'H-Men' of die-cut sponge are being used as giveaways in connection with this picture.

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## DRIVE-IN BUSINESS BUILDERS

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The second is a "Delta Millionaire Dream Vacation" to Miami, Florida, for two. This works as follows: Every time a patron buys a hot dog from our refreshment stand, they tear off part of the bag sign their name, address and phone number, and deposit it in the lucky barrel in the refreshment stand. The more hot dogs bought during the season the greater the chance of winning the trip for two via Delta Airlines to the land of sunshine.

We also have a bumper strip club going; and on Saturday nights feature a bonus show of an extra feature, making three features that night.



# CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders, and replies to box numbers should be addressed to: Motion Picture Exhibitor, 246 North Clarion St., Phila. 7, Pa. (Help and Situations Wanted advertising not accepted. See "A-Man" CORNER on this page.)

## BUSINESS BOOSTERS

BINGO CARDS, DIE CUT! 1, 75-500 combinations. 1, 100-200 combination. Can be used for KENO. \$3.50 per M. PREMIUM PRODUCTS, 346 West 44th St., New York 36, N. Y.

BUILD ATTENDANCE with real Hawaiian orchids. Few cents each. Write FLOWERS OF HAWAII, 670 S. Lafayette Park Place, Los Angeles 57, Calif.

## NEW EQUIPMENT

EVERYBODY'S BUYING 'EM! Masonite Letters, fits Wagner, Adler, Bevelite Signs 4"-40¢; 8"-60¢; 10"-75¢; 12"-\$1.00; 14"-\$1.50; 16"-\$1.75; 17"-\$2.00; 24"-\$3.00 (10% discount 100 letters or over \$60 list). Dept. bc—S.O.S. CINEMA SUPPLY CORPORATION, 602 W. 52nd Street, New York 19.

LOWEST PRICES EVER — Intermittent Movements DeVry \$49.50; Simplex \$59.50; Holmes \$24.95—all new surplus w/foxhole sprockets. Dept bc—S.O.S. CINEMA SUPPLY CORPORATION, 602 W. 52nd Street, New York 19.

## THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY, INC., 160 Hermitage Avenue, Nashville, Tennessee.

THEATRE SEATING is our business. We have on hand many thousands of all types theatre chairs, completely rebuilt with new-chair guarantee, with the latest improvements that beat any new chair on the market. Can be had at very low cost to you. Contact NICK DIACK. Eastern Seating Company. 138-13 Springfield Blvd., Springfield Gardens 13, N. Y.

## THEATRES FOR SALE

DRIVE-IN FOR SALE. 500 cars, room for expanding another 500, equipment like new, used only 2½ years. Located at Ravena, N. Y. Short distance from Albany. Selling at sacrifice due to illness. Contact SYLVESTER J. ALBANO, 25 Orchard Ave., Ravena, N. Y.

DRIVE-IN THEATRE with New Miniature Golf Course for Sale. 514 car drive-in, approximately 10 acres in Southern Michigan. Attraction panel; 2 lane holding area plus by-pass lane; new modern box office; new corrugated metal fencing with well-established landscaping and night-lighting; pylon lighting; screen tower 40 x 80; all steel with plywood facing for screen area, neon-lighted; projection booth complete with sound system, record player, tape player, automatic rewind, storage cabinets, etc.; generator, Motiograph projectors and soundheads with Strong super 135 lamps operated at 118 amps with B&L colite mirrors. Modern concession stand. Brand new miniature golf course. Immediate possession. Price \$120,000.00 Contact WILLIAM D. MILLER REALTY, Adrian, Michigan. Phone COLfax 3-9371.

## USED EQUIPMENT

COATED LENSES — EXCELLENT CONDITION: 2" thru 2¼" Kollmorgen, Wollensak, Hilux f1.9 only 125.00 pr.; 2¾" Superlites \$99.50 pr.; 3¼"/3½" Kollmorgen f1.9 \$150.00 pr.; 3¾" thru 5" Kollmorgen, Superlite f2—\$85.00; other sizes available. Dept. bc—S.O.S. CINEMA SUPPLY CORPORATION, 602 W. 52nd Street, New York 19.

## WINDOW CARDS

WEEKLY THEATRE and DRIVE-IN CARDS. 100—14 x 22—\$6.00. All colors. Other prices and sizes on request. WINN PRINTING, 5809 Woodland Avenue, Philadelphia 43, Pennsylvania.

# AVAILABLE NOW!

The NEW 12 Month Set of Booking Sheets for the full year starting JUNE 28, 1959

# "Pocket-Size" DATE BOOK

Price: 70c per yearly set of sheets, without binder, including postage



Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you\* are looking for a job . . . or IF you\* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address. Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown an original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

\*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

5 TIME WINNER MPE awards wants to stay in show biz. Honest, sober, reliable, healthy, 3 small children. 7 hard years manager experience—need decent living wage (\$100 week) with moving expenses. Prefer booking dept. Excellent references. Now in Conn., willing to move. 31 years old, 5'6", 136 lbs. Excells in exploitation. BOX A610, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

MANAGER WANTED, experienced all phases. State age, experience, marital status. Year round job, small town. MERIDEN THEATRE, South Broad St., Meriden, Conn. (610)

DRIVE-IN THEATRE MANAGER and concession manager-wife want drive-in theatre and/or restaurant in deep South after Labor Day. Our ages 54 and 47 with teen age girl and boy. BOX B610, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

MANAGER—now in N.Y.S.—prefer to relocate to area where people like movies; small city; town family theatre; 17 years exp. all phases, incl. D.I. Can operate, book, buy, exploit. Sho-card, display adv. art layouts. Prefer theatre where owner takes pride in plant but cannot devote full time. Avail. July 1st. BOX A617, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

THEATRE MANAGER, over 20 years experience. Highly qualified. Family man, sober, honest, for first run operation in or near Philadelphia. Thorough knowledge of advertising, publicity, exploitation, buying and booking. References can be furnished. BOX C617, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

MANAGER with major British circuit 23 years of age—4 years experience seeks full or assistant managerial post. GRAHAM, Pump House, Berrow, Malvern, England. (617)

GENUINE CLASS AA SHOWMAN available. Many years experience first run deluxers. Prefer manager's position independent circuit and/or Executive Assistant to President. BOX B617, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

OFFICE MANAGER WANTED for exchange in Cincinnati, Ohio territory. Send references and resume in first letter. BOX A63, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

WANTED: Semi-retired Theatre Manager as House Manager for small Northeastern Ohio town. Minimum salary with secure position. Write stating age, experience and minimum salary expected. BOX B63, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

Yes . . . I want my own personal copy of

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every week!

☐ \$2.00 FOR ONE YEAR

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Name .....

Occupation .....

Street .....

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Motion Picture Exhibitor  
246 North Clarion St., Phila. 7, Pa.



# THIS IS YOUR 'LIFE' MR. EXHIBITOR!

After demonstrating outstanding, and in many cases record-setting holding power in its first-run engagements, **IMITATION OF LIFE** is continuing to smash records in second- and subsequent-run engagements.

After this →  
first-run story in Chicago  
**IMITATION OF LIFE**  
zoomed on to an absolutely  
unprecedented 24 second-  
week hold-overs out of 59  
“first-swing” engagements  
in the Chicago territory.

*Telefax*

**WESTERN UNION**  
SENDING BLANK

*Telefax*

CHICAGO MAY 28, 1959

HI MARTIN      UNIVERSAL INTERNATIONAL PICTURES

WE'VE JUST CLOSED "IMITATION OF LIFE" AT OUR ROOSEVELT THEATRE TEN WEEKS AFTER ITS WORLD PREMIERE OPENING MARCH 17. IT SHATTERED ALL RECORDS AT THE ROOSEVELT FOR ATTENDANCE AND GROSS. THIS WAS THE BIG ONE OF THE YEAR FOR US, A BLOCKBUSTER IN EVERY SENSE OF THE WORD. CONGRATULATIONS TO EVERYONE RESPONSIBLE FOR THE FABULOUS ATTRACTION. SINCERELY,

DAVID B. WALLERSTEIN      BALABAN & KATZ THEATRES

**ESPECIALLY BIG IN DRIVE-INS!**





MOTION PICTURE

# EXHIBITOR

JUNE 24, 1959

Volume 62

Number 7

IN TWO SECTIONS • THIS IS SECTION ONE

*Plus...*

**SHOWMEN'S  
TRADE REVIEW**

Founded in 1933 by  
CHARLES E. "Chick" LEWIS

**THE HOTTEST  
STORY IN  
THE INDUSTRY  
TODAY . . .**

*is the  
20th-FOX  
SUCCESS  
STORY!*

SEE PAGES 4, 6 & 9

(ADV)

**Telemeter To Bow  
In Toronto Suburb**

(See Page 8)

**Exhibs In 10 States  
Ask Technical Aid**

(See Page 10)

**featuring:** Is There A Future For Small Exhibs? . . . (See Page 8)



M-G-M presents

**CARY GRANT**

**EVA MARIE SAINT**

**JAMES MASON**

in  
**ALFRED HITCHCOCK'S**

# **NORTH BY NORTHWEST**

VISTAVISION  
TECHNICOLOR®

Co-starring **JESSIE ROYCE LANDIS**

Written by **ERNEST LEHMAN** • Directed by **ALFRED HITCHCOCK**

AN M-G-M PICTURE

*Excitement that races 2,000 miles from glittering  
Manhattan to the great stone faces at Mt. Rushmore*

**THE MASTER OF**

**SUSPENSE WEAVES HIS GREATEST TALE!**

**THE PUBLIC WILL  
SOON BE GOING  
"NORTH BY  
NORTHWEST"**

Top national magazines will spread its greatness. Display ads in Life, True, McCall's. "Picture of the Month" columns in Look, True Story, McCall's, Cosmopolitan, Redbook, "17". Ads in all leading fan magazines.

**YOU  
CAN  
BANK  
ON  
M-G-M**

World Premiere, United Artists Theatre, Chicago, July 1st. Coming Music Hall, N.Y.



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VOLUME 62 • NO. 7

JUNE 24, 1959

## A REBIRTH OF "DOWN TOWN" BUSINESS

IN THESE DAYS of drive-ins, and neighborhood shopping center theatres, being allowed to bid for first-run pictures in many important towns, we must admit to a certain amount of interest in Sylvia Porter's syndicated column of June 3. Sent to us by Ellison Loth of the Waynesboro Theatres Corporation, Waynesboro, Va., it seems that Miss Porter quotes liberally from a statement by Sidney L. Solomon, president of Abraham & Straus, the big Brooklyn department store, to prove that "down town" shopping, and "down town" thinking, will come surging back to leadership in the 1960-1970 decade.

Heading the fourth biggest department store in the nation, and the second biggest in the metropolitan New York area, Mr. Solomon should be worth attention. And his business acumen of the past 15 years, culminating in the current A & S store expansion to accommodate increased grosses, would seem to give his views real importance.

In Mr. Solomon's opinion, the trek back from the suburbs has already begun. Families will be returning to the cities in increasing numbers, lured by the city's glamor, by its downtown business developments, by its new housing, etc. Slums will be wiped out and in their place will rise new office build-

ings and modern apartment houses, educational structures and public buildings. And around and within the area will be a new network of parkways and expressways. Families who moved to the suburbs in the late '40's will be coming back in the '60's as their children grow up and they have less use for space. Others will be coming back because they are tired of travel to and from the suburbs. Still others will be coming back because suburbs will be developing many of the same debilities of traffic congestion, overcrowding in schools, and soaring taxes.

This same thinking could very well be applied to "down town" theatres. Prominent in the city's glamour and excitement, they should reflect this new renaissance that Mr. Solomon predicts. And at modern day "down town" prices some tremendous grosses would be possible.

But, unfortunately, a great majority of them are in deplorable physical condition. We can only hope that, at the first sign of Mr. Solomon's renaissance, smart showmen will bend every effort to refurbish, remodel and rebuild, so that the returning public won't look at what they came back to, and flee back to the hills.

"Down town" must up-grade its assets.

## THIS WE GOTTA SEE

ACCORDING TO Hal Humphrey's syndicated TV column, datelined June 11 in Hollywood: "We may be about to witness one of the most spectacular gambles ever made on human nature. It will hinge on the question: Would you voluntarily pay a dollar to see one uninterrupted hour of the famous Bolshoi Ballet on your home TV screen?"

Mr. Humphrey goes on to say that Matthew (Matty) Fox, president of the pay-TV system, Skiatron, is ready to bet \$3,500,000 that enough people would. That Matty has already sunk \$1,000,000 into getting the rights and producing four hour-long shows on TV tape. That to buy network time, and the proper amount of newspaper advertising, it will cost an-

other \$2,500,000. But, "I have faith in the American public," says Matty. "I believe that after watching an attraction like the Bolshoi in their homes for one hour, and without commercials, we could ask the viewers to mail us one dollar and that enough of them would do so, that I could at least break even."

Well! We pray devoutly that Matty does just that. We believe it would be the greatest possible proof that all of this talk about the demand for culture on toll-TV is a lot of gobbledygook. And, when it is all over, we promise to make the first contribution toward the Feather Duster Award to be given to Matty for the "Goof" of the year.

## THERE'S GOOD NEWS AT 20TH-FOX

IF YOU WANT to get a bounce in your step and a glint in your eye, talk to any 20th-Fox exec about the early figures on "SAY ONE FOR ME". It seems the show is nothing short of sensational in its first eight cities, turning in opening days grosses topping very nearly everything that company has ever distributed.

More cause for glee by "Skouras and Company" is the difference that a "continuous-run" popular price policy has

made in "ANNE FRANK". In a capably exploited saturation engagement on the west coast it clobbered 'em, so a lot of guys who were worried have relaxed and started to grin.

And to fill the cup to running over, the early openings on "SOUTH PACIFIC" on a "continuous run" popular price policy, are equally strong.

So they're shouting, with reason, that "the hottest story in the industry today . . . is the 20th-Fox success story!"

## CINEMA LODGE B'NAI B'RITH STARTS 21ST YEAR

WITH ALFRED W. SCHWALBERG, its first president, again back in that office, New York's vigorous Cinema Lodge of the B'nai B'rith is facing its third decade of effort and achievement.

One of the industry's more vigorous service organizations, Cinema Lodge has done fine work in religious and citizen-

ship education, in entertaining and remembering hospitalized war heroes, in youth guidance, and other humanitarian efforts. Now numbering over 800 men in all facets of the industry, it would seem becoming to extend the industry's heartfelt felicitations on this start of their 21st year.

So, many happy returns to Cinema Lodge!



**20th really  
says it with  
SAY ONE FOR ME!**

**FIRST DATES  
EVERYWHERE**

**FIRST 10 DAYS AT**

State, MINNEAPOLIS  
Paramount, ST. PAUL  
Carolina, CHARLOTTE

**FIRST 5 DAYS AT**

Memorial, BOSTON  
Paramount, NASHVILLE  
Wisconsin, MILWAUKEE  
Florida, JACKSONVILLE  
Fox, ATLANTA

**BIGGEST GROSS  
OF ANY  
20TH ATTRACTION  
SINCE "THE ROBE"!**



Now let "SAY ONE FOR ME" say it for you!

*The hottest story in the industry today  
is the 20th-Fox success story... See Page 6!*



From POMONA, CAL.

Your trade paper has been referred to me as a source of statistical information relative to the motion picture theatre business.

I am currently making an appraisal of a drive-in theatre in Southern California and I need background data for this work. Information relative to both conventional and drive-in theatres would be useful. Such information as economic trends in operation and developments, development costs, operation income and expenses, are among many of the factors to be considered.

WILLIAM H. WALLACE  
Real Estate Appraiser

**EDITOR'S NOTE:** For all matters relating to the physical theatre building, there is no better source of knowledge than the cumulatively indexed set of stiff-backed THEATRE CATALOG. Contact the nearest free library that maintains a Commercial Book department; or order specific back copies through our Book Shop. You also might contact COMPO, for some current industry statistics.

From LOS ANGELES, CAL.

With further regard to my letter as published in the May 27 issue, did you see the attached AP wire story of June 11 on what the auto industry plans to do to PRE-SELL their product? Sounds pretty much like what I suggested, doesn't it?

If you notice, they don't quibble about favoritism or who will get the most bows. They face the overall job to get more people to buy more cars. Every make. They all benefit. Maybe you can pass this along to the theatre and other associations, who might take action as a body to promote a spot on the annual "Oscar" telecast, that will pre-sell pictures and picture theatres, as well.

ED HARRIS, Publicity-Promotion  
Herbert Rosener Theatres

**EDITOR'S NOTE:** The tearsheet enclosed referred to the automobile industry's decision to revive the National Automobile Show in the fall of 1960 in Detroit, at a cost of about \$10,000,000. As an example of long-range planning and pre-selling, the AP says: "The auto-makers are trying their best to unload their 1959 models as the newest thing on wheels while putting the finishing touches on campaigns to sell the 1960 models, which are ready for production. The 1961 models are well along the road from drawing board to production line, too." Maybe Mr. Harris has something!

From NELSONVILLE, O.

We would like to see MOTION PICTURE EXHIBITOR develop a weekly "Tip-Off" on current picture grosses. Otherwise it is a fine publication.

PAUL OAKLEY, Owner-Manager  
Orpheum Theatre

**EDITOR'S NOTE:** We have had one in development for several months, but every time we are about to start it as a regular feature some exception turns up that causes further delay. Give us just a few more weeks for the best!

From PHILADELPHIA, PA.

We have noticed your statement in a recent issue relative to the situation on Route #130 at Levittown, N.J.

Mr. Fox is building a hospital on Route #130, but it will not be in the immediate area of the drive-in theatre. The drive-in is definitely being built where the sign indicates. Mr. Fox has also concluded an agreement with

# Letters . . .

UNSOLICITED • The letters from readers which appear on this page are not solicited. MOTION PICTURE EXHIBITOR does not suggest questions to readers in order to provide a flow of letters.

## GRIN OF THE WEEK

A jocular subscriber, who wishes to remain anonymous, has sent the following card with the suggestion that it might be adopted by distributors and producers who don't acknowledge or answer their mail. It is his thought that they might supply each customer with a set of these.

## I WELCOME CRITICISM- WRITE YOURS HERE



If the exhibitor confined himself to the allotted space, the distributor or producer could always claim it was a small matter that didn't warrant a reply.

Mr. Levitt to construct a 1500 seat conventional theatre in Levittown, N.J., similar to the one now in operation in Levittown, Pa. Dave Supowitz is the architect for both theatres.

Will you kindly print this notice in your esteemed trade paper so as to clear the minds of the puzzled ones.

AL LIDMAN, General Manager  
Fox Theatres, Inc.

**EDITOR'S NOTE:** And delight the minds of those who still have a great deal of enthusiasm for the future of this business. With two theatres under construction,

tion, Mr. Fox is something special among theatre owners. Good luck with both of them.

From BUFFALO, N.Y.

I have read very carefully your editorial "AN AFFAIR OF HONOR" in the June 10 issue. It is very, very good, but I would like to introduce a new thought. Since Jack Cohn was the founder, and since there is, has been, and always will be, I hope, the kindest of words spoken and thoughts thought about Jack Cohn, would it be out of order to have his name listed on Motion Picture Pioneers stationery as: JACK COHN (Date) . . . FOUNDER.

BILL SHIRLEY, Exploiteer

**EDITOR'S NOTE:** Mr. Shirley goes on to recommend that some effort should be made to find jobs for our "old timers," and to find ways in which they can make a living with dignity, rather than hand-outs. He names some names, which we don't believe belong here. But his interest is genuine, and we refer him to the Pioneers themselves.

From VESTAL, N.Y.

We have followed MOTION PICTURE EXHIBITOR editorials for years, and have read with interest and appreciation the many wonderful ones that have been written, but the one that most impressed us in recent months is that one that reprinted the editorial that ran in the Sturgis (S.D.) Tribune ("A DEATH IN STURGIS, SOUTH DAKOTA"—issue of June 10).

We feel that theatremen in many many small towns should solicit the cooperation of their local newspapers and have this editorial reprinted.

As far as we are concerned, we would greatly appreciate having four additional copies of this editorial sent to us, so that we can provide copies to the editors of our papers. Should there be any cost for these, please bill us accordingly.

L. KAUFMAN  
Vestal Theatre

**EDITOR'S NOTE:** It is encouraging to note thinking men like Mr. Kaufman. The copies have been sent as an added courtesy.

From MIO, MICH.

Enclosed please find check in the amount of \$5.00 for the renewal of my subscription to MOTION PICTURE EXHIBITOR for the next three years. I'm most grateful for your good work, and for a wonderful trade magazine.

DEAN R. WHITNEY  
Dai-Roy Drive-In Theatre

**EDITOR'S NOTE:** There is nothing like a subscription to prove approval.

From ORANGE, MASS.

We all like MOTION PICTURE EXHIBITOR very much.

OAKLEY WHITNEY, Owner  
Pioneer Valley Drive In Theatre, Inc.

**look**  
at the  
**yellow SERVICESECTION of this Issue**  
•  
**You'll find about 570 Features . . . listed by DISTRIBUTOR SOURCES . . . as compared to 300 to 400 in other papers.**  
**SEE FOR YOURSELF!**



**George Stevens' production of**  
**'DIARY OF ANNE FRANK'**  
**CONTINUOUS-RUN POLICY**  
**SMASH!**

***in SOUTHERN CALIFORNIA***

***Los Angeles***

***Pomona***

***Newport Beach***

***Pasadena***

***Ventura***

***Oxnard***

***Glendale***

***El Centro***

***Santa Barbara***

***Long Beach***

***San Bernardino***

***San Pedro***

***Sherman Oaks***

***Santa Ana***

***San Luis Obispo***

***Westwood***

***Bakersfield***

***Palm Springs***

***in PHOENIX! in BUFFALO! in SPOKANE! in TORONTO!***  
***and in your theatre tomorrow!***

**FIRST OPENINGS PROVE THE WHOLE  
COUNTRY WANTS TO SEE THE YEAR'S  
MOST ACCLAIMED MOTION PICTURE!**

***Available everywhere in July!***



*The hottest story in the industry today  
is the 20th-Fox success story... See Page 9!*



# NEWS CAPSULES

## "Shaggy" Injunction Denied

BOSTON—At press time it was learned that the application by the Fresh Pond Open Air Theatre for a preliminary injunction against Buena Vista had been denied by Federal Judge Charles E. Wyzanski.

In his opinion, Judge Wyzanski stated that the evidence did not show a violation of the anti-trust laws and that the theatre owner was not compelled to charge for children's admissions on "Shaggy Dog". He added there was no price fixing.



## BROADWAY GROSSES

### Openings Bring The Crowds

NEW YORK—Several strong openings sent the Broadway business spiralling upwards.

**"SAY ONE FOR ME"** (20th-Fox). Paramount (\$39,453)\*—The first session was sure of \$61,000.

**"THE NUN'S STORY"** (Warners). Radio City Music Hall (\$147,610)—Thursday through Sunday accounted for \$111,000, with the opening week bound to reach \$175,000. Stage show.

**"PORK CHOP HILL"** (UA). Roxy (\$55,405)—Friday through Sunday tallied \$19,000, with the fourth and last week anticipated at \$29,000. Stage show.

**"THE FIVE PENNIES"** (Paramount). Capitol (\$33,350)—The opening week was reported as \$62,000.

**"ELEPHANT GUN"** (Lopert). Victoria (\$22,900)—The opening week was claimed as \$15,000.

**"ALIAS JESSE JAMES"** (UA). Astor (\$25,630)—The sixth week hit \$15,000.

**"THE YOUNG PHILADELPHIANS"** (WB). Criterion reported that the fifth week would be \$15,500.

**"MIDDLE OF THE NIGHT"** (Columbia). Forum, formerly the Odeon, had a strong opening with the first week estimated at \$25,300.

**"SOME LIKE IT HOT"** (UA). Loew's State claimed \$37,544 for the 12th week with Sunday of the 13th week hitting \$5,476.

**"DIARY OF ANNE FRANK"** (20th-Fox). RKO Palace was still below average on hard ticket policy.

\*Figures in parentheses represent 1958 averages as compiled by MOTION PICTURE EXHIBITOR.

A Quick Summary of All Important Industry News Condensed for the Busy Executive.

**FORMS FOR THIS PAGE CLOSED AT 2 P.M. ON MON., JUNE 22**

## B-B Campaign Records Available To Exhibs

NEW YORK—The record of songs and selling jingles prepared for the industry's business-building campaign will be made available by COMPO for all exhibitors to use on radio during the 13 weeks beginning July 1.

Decision for COMPO to put the record to use was made by the COMPO governing committee, consisting of Abe Montague, Sam Pinanski, and Ben Marcus, and was announced by Charles E. McCarthy, COMPO information director.

McCarthy said that COMPO will pay approximately \$3,000 to have new master records made and also to defray royalty charges by talent guilds for a renewal of a 13-week use of the record.

To recoup some of this expense, McCarthy explained, exhibitors will be charged \$5 per record.

In view of the great interest shown in the records by exhibitors who have heard the sample copy prepared by Donahue and Coe, the advertising agency retained to handle the business-building campaign, it is expected that a large number of exhibitors will avail themselves of COMPO's offer.

At a meeting of the COMPO executive committee on May 13, Ben Marcus outlined a plan for the use of the record which also included use of spot announcements of current theatre attractions in connection with the institutional message of "Get More Out Of Life . . . Go Out To A Movie," which is the theme of the record.

By releasing the record for July, August, and September, COMPO is putting the record to use in the same period for which it was originally designed, McCarthy pointed out. Radio audiences are at their peak during those months, it has been proved. If the records are widely used by exhibitors it is not unreasonable to believe, McCarthy said, that the audience reached will almost reach the size of the audience contemplated in the original industry campaign.



## FILM FAMILY ALBUM

### Gold Bands, Anniversaries

Mr. and Mrs. Alden Smith celebrated their 25th wedding anniversary by renewing their marriage vows at the Little Church Around the Corner, New York City. Smith is with Cooperative Theatres of Michigan.

Bob Anderson, owner, Burien, Seattle, Wash., was recently married to Judy Anderson, Saffle's Theatre Service, Seattle, Wash.

George W. Lane, Jr., 78, president of the Maine and New Hampshire Theatres Company, was married recently to Mamie (Mary) Morin, of Lewiston, Me.

### Obituaries

Nathaniel S. Barger, whose drive-in pioneered outdoor exhibition in the Chicago area, died recently. He is survived by his wife.

Ethel Barrymore, 79, died June 18, in Hollywood, Cal. Winner of an Academy Award in 1944 for her supporting role in "None But The Lonely Heart," Miss Barrymore appeared in many plays and movies. She was the sister of the late Lionel and John Barrymore, and the daughter of Maurice and Georgie Drew Barrymore.

George L. Carrington, chairman of the board of Altec Companies, Inc., and Altec Lansing Corporation, died June 19. He was one of the founders of the Altec Service Company.

Joseph Dolgin, 65, died June 17, in Hartford, Conn. A Connecticut film pioneer, he was associated for many years with the Pine Drive-In, Waterbury, Conn., and the Pike Drive-In, Newington, Conn.

Peter Loupas, 62, former manager of the Grand, Gary, Ind. died recently. He had been associated with B and K and Kalleres for many years. He is survived by his wife, a son, and two daughters.

Mrs. Mabel O'Shea, widow of Edward K. (Ted) O'Shea, died in Bay Shore, L.I. Surviving are two sons, James and Ted; and a daughter, Mrs. Patricia Worthington.

William M. Pizer, 69, one of the early producers of independent films and a pioneer in the importing and exporting of films, died in New York City June 17.

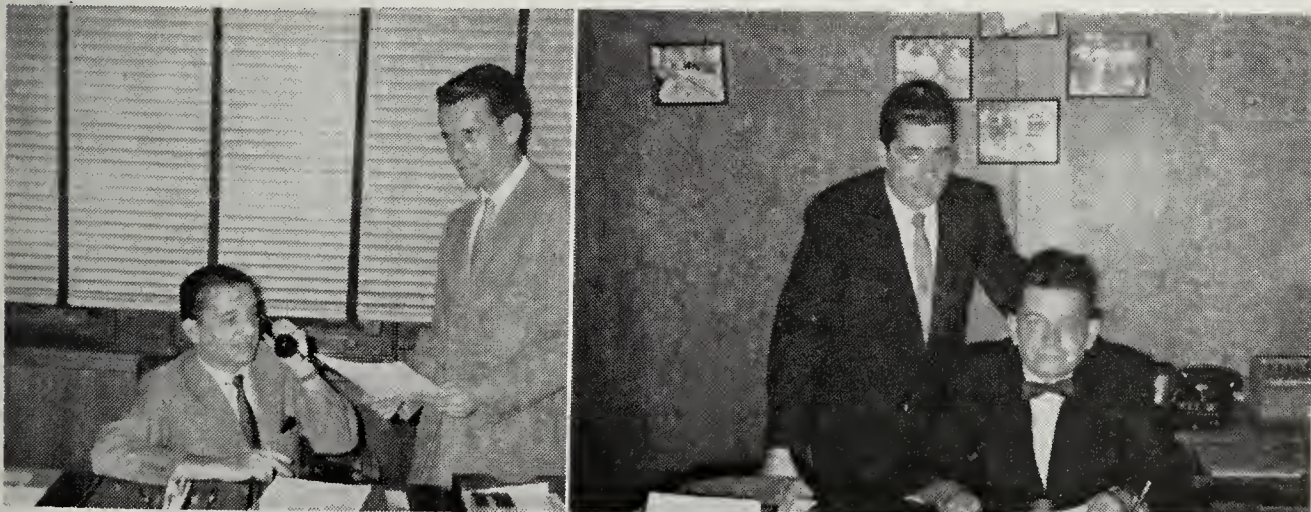
Nicola L. Rinetti, 70, died in Salt Lake City. He was associated with Joseph Lawrence Theatres in that city and in 1954 bought and operated the State, Salt Lake City. He is survived by two sisters.

William G. Stuber, 95, who succeeded founder George Eastman as president of the Eastman Kodak Company in 1925, died June 17, in Rochester, N.Y. Stuber joined the company in 1894 and served in an active capacity for 47 years. He retired as chairman of the board in 1941, at which time he was named honorary chairman. He is survived by a son, two grandchildren, and four great grandchildren.

Arthur Varady, 65, projectionist at the Mayland, Cleveland, O., and other houses for 33 years, died recently. He is survived by his wife, two daughters, and four grandchildren.

Fisher Zeitz, 61, a partner in Zeitz Theatres of New Bedford, Mass., died recently. He is survived by his two brother-partners, Morton and Harry, two nephews, and a niece.

## FATHER AND SON



Well known in the Philadelphia territory are these two father-and-son teams active in the operation of the Milgram Booking Service. Seen at left are David E. Milgram and son William, while at right are Nathan E. Milgram and son Alvan.



# Is There A Future For Small Exhibs?

## Company By Company Survey Shows Honest Distributor Efforts To Service "Little Guys"

PHILADELPHIA—The plight of the small exhibitor has been likened in many industry circles to the weather—Everybody talks about it, but nobody does anything.

In an effort to determine whether or not this view is justified, MOTION PICTURE EXHIBITOR conducted an informal company by company survey. The results are encouraging in that they indicate that distributors are both aware of the problems facing the theatremen in sub-run and lower grossing situations, and, even more important, trying to assist him to stay in this business.

Concentration on blockbusting figures from a handful of de luxe situations makes good copy, but is also apt to cloud over the fact that the future of the motion picture industry as we know it depends on installing the theatregoing habit in as many individuals as possible. The foundation for this effort has always been the neighborhood and small-town theatre, the world's best entertainment buy for the whole family.

Here's what the survey discloses:

**PARAMOUNT** — Vice-president Hugh Owen reports that special "Paramount Service Contracts" are available to more than 2,600 situations covering all films on the company's schedule. Taking advantage of this setup are 2,226 theatres. Under the terms of such a contract, all films with the exception of "10 Commandments" are sold flat, and the exhibitor has cancellation privileges covering 20 per cent of the films included, to be chosen at his own discretion. Should a film after release be dropped into a lower price range, exhibitors automatically receive the benefits of the reduction to that price group. In addition, 1,200 other exhibitors operate under "Branch Approval" pacts covering a limited number of films on Paramount's schedule. The same 20 per cent cancellation is allowed, and local exchanges need no approval of contracts or adjustments, if warranted.

**20th-FOX**—Alex Harrison, general sales manager, outlined much the same story for his company. Nationally, 20th-Fox sells more than 2,000 accounts under such contracts on a complete flat rental basis. However, Harrison remarks that exhibitors in the East are not overly anxious to buy on this basis, or so it seems from examination of the geographical breakdown of such situations. Harrison, long a leader in efforts to assist small town and sub-run theatres to stay in business, emphasized, as did all executives queried, that he was willing at all times to cooperate with exhibitors as the surest method of keeping the film industry strong.

**MGM**—"We have always adhered to the Bill Rodgers idea of helping the little fellow, especially." This was the answer of Jack Byrne, MGM sales head, who reported that the company also operates in more than 2,000 situations with so-called "output" contracts. This is the same idea as previously explained whereby exhibitors contract for MGM's schedule with a 20 per cent cancellation right at flat rental terms. Byrne pointed out that nearly 90 per cent of eligible theatrical situations are so serviced. In some cases, he explained, theatres cutting down to

## Film Rental Tax Killed After Kerasotes' Testimony

SPRINGFIELD, ILL. — A bill which would have imposed a three percent tax on film rentals was killed by the Revenue Committee of the Illinois House of Representatives, last week. The measure was killed after the committee heard testimony from George G. Kerasotes, chairman of the board of the United Theatre Owners of Illinois, and head of Kerasotes Theatres in this city.

Representatives of the Theatre Owners of America have appeared eight times to testify against the tax bill and similar measures that would have proven detrimental to the state's motion picture industry. TOA representatives were successful in amending a minimum wage bill to exempt theatres from its coverage; took part in a movement that defeated a one percent sales tax on a number of service businesses, including theatres; and took part in hearings leading to the defeat of a charity bingo bill.

weekend operations only, or other limited schedules, can't take advantage of the "output" pact. MGM does what it can to help them. Also, he explained, it is not possible to service such theatres when they are in direct competition with such a buying arrangement. This policy, of course, holds true with other companies as well.

**UNITED ARTISTS**—This company, being a distributing agent for independent producers who must approve all contractual commitments for their films, is in a peculiar situation. Vice-president William J. Heineman said that UA would like to service small situations in some similar manner, but must honor producers' wishes in such matters and sell each picture individually. Heineman, however, emphasized the company's constant efforts to aid the small exhibitor in any way possible to enable him to stay in business.

**COLUMBIA**—Rube Jackter, sales chief, also called attention to the fact that many of Columbia's top features were independently produced, necessitating producer approval of contract terms. Columbia does not offer such full-schedule pacts to exhibitors, and Jackter added that there was little demand for it, as far as he could determine.

**ALLIED ARTISTS**—Morey "Razz" Goldstein, general sales manager, stated that his firm was delighted to cooperate with small exhibitors via such contractual arrangements for full film schedules as have been previously outlined. AA will aid exhibitors to stay in business in any way they can, Goldstein said, realizing that without theatre outlets for their wares, producers and distributors are out of business as well. Goldstein, a popular convention speaker, has been touring the country recently telling the AA story to theatremen everywhere.

**UNIVERSAL**—Sales head Henry "Hi" Martin revealed that Universal has always favored full year sales to smaller situations under similar terms as those of other companies. He also called attention to the fact that theatres in direct competition could not be serviced in this way. In the 1957-58 film season, Martin reported, about 2,600 such full-schedule contracts were negotiated. Due to the programming changeover and production limitations of 1958-59 season, no such sales

## Exhibs In 10 States Request Technical Aid

NEW YORK—Exhibitors in 10 states to date have requested the technical help of the Council for the Improvement of Theatres and Motion Picture Projection, since the program was instituted two weeks ago, Theatre Owners of America, which is administering the program, disclosed last week.

George G. Kerasotes, president of TOA, reported that requests for technical inspections and advice had been received from upstate New York (Syracuse and Binghamton), Indiana, Maryland, Vermont, Nebraska, South Carolina, Montana, Missouri, North Carolina, and Florida. He said he was particularly pleased with the geographic response to the program, indicating an awareness from all over the country by theatre owners.

Kerasotes said that the greatest number of requests had been received for inspection of theatre projection systems. These numbered twice as many as the next largest category—sound systems, he said. In descending order, based on the volume of requests, were auditorium acoustics, screens, concessions stand remodeling, exterior remodeling, and drive-in speakers. Requests from conventional theatres outnumber drive-in theatres almost 10 to one at this time, he declared.

Kerasotes reported that the same day that the requests are received at the TOA office, they are mailed to an equipment repair company, which has been pledged by the Theatre Equipment Dealers Association to provide the technical service without charge to the exhibitor. If the exhibitor lists an equipment and supply dealer in his request, and this dealer is on the approved list, the request immediately goes to him; otherwise, it is sent to the approved dealer physically located closest to the exhibitor.

Kerasotes said the exhibitors are also being asked what sound service company, and what brand of carbon they use. If projection problems are involved, the equipment dealer has been instructed to call in a technician from either National Carbon Company or Lorraine Carbon, if the exhibitor uses either company's product; or if sound problems are involved, to call in technicians from either RCA Service or Altec Service.

effort was made. However, this is another year and Universal is busy again. Martin stated that one salesman assigned to the Charlotte area has finalized full year contracts with 20 per cent cancellation privileges with 58 theatres out of 65 eligible situations. The company is perfectly willing, Martin emphasized, to make such deals.

A distributor spokesman who did not wish to be quoted stated that theatres belonging to booking combines cut the total of full schedule contract buyers, since the combines do not generally desire to purchase pictures on this basis.

And that's where it stands now. Exhibitors and distributors alike, realizing that their fates are intertwined and that they are mutually dependent on each other, must seek the means to strengthen one another. You can't hurt one facet of this industry without hurting all. It follows, therefore, that for one facet to hurt another is not only stupid, but downright suicidal.



# FIRST OPENINGS

Buddy Adler's production of  
Rodgers and Hammerstein's

# SOUTH PACIFIC

**NON-RESERVED-SEAT POLICY**

**SENSATIONAL**

**IN EVERY SITUATION!**

*ASK THE EXHIBITORS IN*

Atlantic City, N. J.

New Haven, Conn.

Greensboro, N. C.

Glen Cove, L. I.

Stamford, Conn.

Huntington, L. I.

**EVERY ENGAGEMENT UP TO 33% BIGGER  
THAN THE PREVIOUS HIGHEST GROSS FOR  
A CERTAIN TOP SPECIAL ATTRACTION!**



*Available everywhere in 35mm. prints as a Special Attraction!  
The hottest story in the industry today is the  
20th-Fox success story . . . watch for further announcements!*



# Telemeter To Bow In Toronto Suburb

## Pay-As-You-See By Wire Announced By Fitzgibbons; 5,000 Installations Sought; Other Exhibs Asked To Join

TORONTO — Construction of the world's first home pay-as-you-see television system will begin in a suburb of this city as soon as the necessary equipment and materials are delivered with a public demonstration scheduled in the fall.

The system will be constructed by Trans Canada Telemeter, a division of Famous Players Canadian Corporation, Limited, in this city's western suburb of Etobicoke. Famous Players operates the largest circuit of motion picture theatres in Canada. J. J. Fitzgibbons, president and managing director, made the announcement and invited the country's exhibitors to join his firm in establishing pay-TV in Canada.

Starting with more than 70 miles of TV cable, with a potential of 13,000 homes, the system will be readily expandable to serve an area of 40,000 homes in the West Toronto area. It is planned that at least 5,000 units will be installed during the fall and winter months, Fitzgibbons said.

"We feel that we are in the business of exhibiting motion pictures regardless of the medium through which they are exhibited. Pay-TV will reach the 'lost' theatre audience and develop a totally new audience," Fitzgibbons stated.

Fitzgibbons, whose company holds all rights to Telemeter in Canada, issued an offer to motion picture exhibitors in Canada to join the firm in the "pay television wave of the future." He said that his company plans to form companies to operate local Telemeter franchises and invited exhibitors in each Telemeter community to participate on the local level.

Fitzgibbons said that the community of Etobicoke was chosen for the first installation because it is a representative Canadian community. He added that there would be no charge to the consumer for the Telemeter unit other than a nominal fee of \$5.

The Telemeter system is different from what was done in Bartlesville, Okla., where the public was charged a flat monthly fee for a block of motion pictures regardless of what and how many pictures they saw. The Telemeter operates for cash and permits the viewer to pick and pay for only those programs that are chosen. It also provides varying prices for different programs. Plans call for a number of different types of programs besides motion pictures, especially in the sports field, but also in educational, dramatic and cultural attractions which, it is claimed, can all be operated on a profitable basis.

The system will also provide the means to identify each program purchased by subscribers and accurately measure the audience of each program.

The Telemeter wired system of pay-as-you-see TV adds three program channels to any conventional black and white or color television set.

### Novins, Telemeter Head, Announces Pay-TV By Wire

LOS ANGELES—That the conversational phase of pay TV is over was confirmed here in a statement by Louis A. Novins, president

## Egyptian Books "Ben Hur" For Two Years In L. A.

HOLLYWOOD—The "biggest pact ever signed for any entertainment attraction in Los Angeles" specifies an engagement of two years for "Ben Hur" in the Egyptian, Los Angeles, according to recent reports from MGM. The Egyptian will undergo renovation prior to the November premiere of the film. The theatre is one of four houses in the Los Angeles area capable of handling the picture, which will be exhibited in the MGM Camera 65 process.

## Col. Sales Execs Meet

NEW YORK—Columbia will convene an important three-day series of meetings of its top sales executives in the United States and Canada here today (June 24), it was announced by Rube Jackter, vice-president and general sales manager.

The company's division managers will meet with Jackter and his top aides from the home office. Sessions will be held at the Savoy Hilton Hotel on June 24, 25 and 26.

Prime topics of discussion at the top-level conferences will include sales policies to be followed on the summer and fall product lineup as well as merchandising plans on the current releases. The sales executives will also view several of Columbia's important forthcoming films.

## Para. To Close In Cleveland

CLEVELAND—The Paramount office in this city will be closed July 2, with all operations, including bookings, moving to Pittsburgh according to Harry Buxbaum, branch manager. Remaining in Cleveland will be Buxbaum, his secretary, Martha Lester, and two salesmen, Jerry Linow and Gordon Bugie, for the drive-in season.

of International Telemeter Company, a division of Paramount Pictures.

"Telemeter units have been in production since October, 1958, by the Guardian Electric Company and will begin to roll off the assembly lines at the end of this month," Novins said. "We do not at present contemplate taking advantage of the authority recently granted by the Federal Communications Commission to conduct tests over the air. Instead, we are actually going into business on the wire," Novins added.

The decision to initiate pay TV by wire was due to several economic considerations, according to the statement by Novins. These were outlined as being 1) the favorability of a wire system offering three channels over a broadcast system on one channel; 2) the economics of running a show continuously, like a motion picture feature, to suit the convenience of the customer; 3) the "Break even" point on a wire system is substantially below that of a broadcast system; 4) the wide variety of programming possible with a three channel availability and the probability of a permanent place for wire systems in many communities, regardless of broadcast systems.

"Although some bills have been filed in Congress, we do not believe that the Congress of the United States will deliberately set up legislative roadblocks to progress in serving the public," Novins said.

## Product Interest Key To Future—Kerasotes

SANTA FE, N.M.—The need for more product and a revised sales policy on the part of the nation's film companies has become crucial, according to George G. Kerasotes, president, Theatre Owners of America. Kerasotes stated that a more sensible sales policy for the theatre grossing \$500 or less per change is imperative in order to secure a prosperous future for the industry as a whole. He spoke at the annual convention of the New Mexico Theatres Association here recently.

Kerasotes said that he was optimistic about the future. He added that according to a recent survey total national weekly attendance at movies has rebounded from a 10-year low in January of 15.5 million to 40 million in April.

"And what is needed to keep them coming? More good pictures; lots of them. The key to our entire future is more product. We must have more pictures for all our theatres; not just the big down-town houses, but our drive-ins and small theatres, too, and at rental terms that are fair," he said.

"We are a long, long way from reaching the point where the law of supply and demand will ease the existing seller's market," he added.

Kerasotes warned that current policy of demanding the same terms from smaller theatres that are gotten from the large houses will lead the industry to grief. He said that the film companies must be persuaded to sell to the smaller houses at flat terms and urged the theatre owners to collective action to ensure this end. He also urged the owners to band together in publicizing their pictures and pointed to the example set by exhibitors in the Great Plains States in "saturation" engagements.

## "Shaggy" Decision Reserved

BOSTON—The application for a preliminary injunction in the action brought against Buena Vista by the Fresh Pond Open Air Theatre, Cambridge, which seeks to book "Shaggy Dog" on other than a per-person license basis, has been taken under advisement by Federal District Court Judge Charles E. Wyzanski.

George A. McLaughlin, co-owner of the drive-in, asked for the injunction because he would either have to play the film under Buena Vista terms and charge youngsters under 12 years old 17½ cents each, or pay it out of his own pocket, or not play it at all and lose patronage.

"And, rest assured, all other film companies will soon adopt the same process. The conventional theatres have a different type of contract with no changes demanded in their policies when playing Buena Vista products. This gives them a competitive advantage over drive-ins," he said.

## COMPO Names Bush, Simonelli

NEW YORK—Rodney Bush, 20th Fox, and Charles Simonelli, Universal, have been appointed to the COMPO Press Relations Committee, according to a recent announcement by Charles E. McCarthy, COMPO director of information. They will represent the MPAA Advertising-Publicity Directors Committee.



## Johnston Asks Boost In IMG Fund Budget

WASHINGTON—A compromise budget for the Informational Media Guaranty Fund of \$5 million for the next fiscal year has been suggested by Eric Johnston, head of the Motion Picture Exhibitors Association, before the Senate Appropriations Committee. The original IMG request was for \$7 million; the well-pledged bill before committee calls for \$2.5 million.

"In the field of films we had to turn to IMG only because realizable income made normal operations in some countries impossible. There are still other countries in which we are now operating in the free enterprise way where we cannot afford to continue to take losses much longer. These are among the places where IMG should get into operation to assure continuation of United States media distribution. Similarly, if IMG contract authorizations are kept so minimal that the total volume of business is uneconomic, there will be no point in attempting to operate even under the government guarantee program. In my judgment, the proposed \$2.5 million appropriation will lead to just such a result," Johnston said.

Johnston emphasized that the motion picture industry is not an extensive user of IMG services, but seeks them only when there is no other way to do business.

# Florida Exhibitors Win Exemption From Harmful Control, Tax Bills

## AFL Unit Lauds Morse On Runaway Production Stand

WASHINGTON—The AFL Film Council has commended Senator Wayne Morse, of Oregon, for his stand against runaway foreign production by U. S. producers. The commendation came in the form of a resolution praising his introduction of a Senate resolution calling for an investigation of runaway producers. The Council's resolution lauded Morse for his continuing concern for the American workingman, especially in the practice by American film makers of making in Europe and other foreign countries motion pictures and television series which should be made in the U. S.

## New Fight on Federal Tax?

WASHINGTON—There are reports current that an amendment to abolish the amusements tax will be introduced in the Senate Finance Committee meeting considering a one-year extension of "Korea" tax levels. The amendment would strike out the remaining Federal tax on movie admissions.

TALLAHASSEE, FLA.—Work by the Motion Picture Exhibitors of Florida, an affiliate of Theatre Owners of America, resulted in exemption of theatres from Florida legislation on Daylight Savings Time, obscenity controls, and censorship, "Blue Laws," and from the Sales Tax Law, E. LaMar Sarra, MPEOF legislative chairman, reported last week in a special bulletin to MPEOF members.

Sarra declared pending legislation kept MPEOF representatives continuously in the State Capitol from the opening session, when Governor Leroy Collins "surprisingly" included a request for statewide Daylight Savings Time, until the legislature adjourned on June 5.

The "obscenity" bill, he reported, as finally adopted by the Florida legislature to include a \$2,000 fine or a five-year jail term, or both—specifically exempt "the exhibition of motion picture films." Efforts to create a Florida Censorship Board, which was requested by some legislators, were avoided through committee conferences, Sarra said.

However, he warned in the Bulletin:

"The censorship problem did not die with the above action. Unless we, as exhibitors, devise ways and means to eliminate the showing of erotic type film presentations and advertising now being released for Florida exhibition under the seal of the State Censorship Board of the State of New York, we surely will meet with punitive legislation both at the local and state level."

In his detailed report, Sarra revealed:

Senate Bill 277 which would have prohibition of the exhibition of film which included in whole or in part, scenes from a nudist camp, was referred to two committees for study and was not enacted.

Senate Bill 701 relating to the possession, distribution, advertising and sale of obscene literature including movies was revised to eliminate movies and passed. House Bill 1280 covering the same ground was combined with Senate Bill 701.

Senate Bill 682 applying only to Orange County, and House Bill 2000, applying to the same state, proposed Sunday closing of business. The bills were amended in committee to exclude movies and baseball, and the House Bill was adopted.

On Daylight Savings Time, conferences were conducted with the Governor and the House and Senate leaders, and the bill was temporarily held up for further study. Sarra said the possibility of it being reported to the Floor for a vote existed throughout the legislative session, but this action never occurred.

Just before the Legislature adjourned, the State was faced with a \$3,500,000 income deficit to balance appropriation. Singled out for possible taxes were sales levies on film rentals, and candy, popcorn and nuts sold through theatres—although these had been exempt since 1949 from state taxation laws. Sarra said that two all-night conferences with Finance and Taxation Committee members resulted in restoration of the exemption.

Sarra's report singled out the following Florida exhibitors for their assistance on the legislative program: Mitchell Wolfson, Mark Chartrand, Bill Cumbaa, Joe Sirugo, B. B. Garner, Arnold Haynes, Bud Davis, Bob Cannon, Harold Spears, Elias C. Kaniaris, Arv Rothschild, Bob Blotcky, Tommy Hyde.



## The NEW YORK Scene By Mel Konecoff

CASEY ROBINSON, writer and producer, whose most recent effort is "This Earth Is Mine," reported last week across the luncheon table that he's going out on tour on behalf of the film. He doesn't have to do it as his contract calls for him to get a piece of the gross so he stands to make dough no matter how the returns run. It's his first trip out in 15 years, and he expects to cover 10 cities in three weeks.

Four years ago, he retired "to get out of the squirrel cage," but the lure of independent production called. He prepared a number of things for filming. He won't do a film just for money, says he. He believes in his latest film and wants to get out and talk about it, something that other film-makers who care about their efforts should also do, according to him.

This routine of sending out little starlets with pictures is a bit shopworn, and he thought people in the field would welcome someone with a bit more intelligence. He found exhibitors and managers ("there are very few managers; most are hired boys") frightened but added that they have learned much. He felt visitors shouldn't tell exhibitors what to do, but rather should listen and learn. His trip is intended not so much to sell the picture as to be instructed about the business and the likes and dislikes of the public.

Robinson felt that the public should be prepared a year ahead of release of a picture. He thinks Sam Goldwyn is the greatest of picture salesmen since he starts to sell from the day he purchases a property. He estimated that it takes over six months to fix a film title in the public's mind. Robinson paid tribute to U-I for doing a wonderful job along those lines. He opined that too many pictures come into theatres before an audience is aware of them.

He learned over the years that just because you've made a picture doesn't mean a damned thing. If you're not careful, you've just made another picture.

How's Hollywood thinking these days? The same as it has over the past 32 years, which is the amount of time he's put in on the production scene, and he felt they were still trying to figure things out. He's learned you have to make a picture packed with emotion to have a good one. You have to move people. The story is not the big thing, but rather it's the subject matter that counts. Imagination has to be used in selecting picture themes.

Robinson has three working, with no release set as yet. They are "The Spirit of '76," "Islandia," and "The Heart of Jade."

Regarding TV, he thought it was still young. Within 10 years, he predicted that houses will be built around TV with whole walls devoted to it. Right now TV is making the same mistake we've always made—that of following a trend, as in the case of westerns. The only thing that's saved them is the use of our old pictures, which have been poorly edited.

As for pay-TV, you can't stop it, said he, especially when it's improved. Grosses will make today's blockbusters look like failures. "This Earth Is Mine" could gross 25 millions in one night using that medium, and he thought that this could well come to pass in five years. Theatrical distribution will still be around because of the desire for people to get out and be together. TV, he opined, did cause us to make better pictures; it did revive the home; it did bring forth new talent on a number of fronts.

"This Earth Is Mine" cost \$2,930,000, including a 35 per cent overhead charge. Thus far, \$150,000 has been earmarked for the campaign in national magazines alone.



# Warner Outlines 34 Film Schedule, Expanded TV Program At Upbeat Meet

LOS ANGELES—Thirty-four motion pictures, representing an investment of \$85,000,000, and expanded television production which will represent an income in excess of \$30,000,000, were announced by Jack L. Warner, president of Warner Brothers, at a convention of top company personnel from all parts of the world which ended here Friday.

The conclave brought together 135 delegates, top management executives and sales representatives of four major divisions of the Warner Brothers' organization, in the "Upbeat Cavalcade," the firm's first sales meeting in which representatives of the television, music and records divisions participated.

Labelling the past several years as a period of adjustment, Warner announced the film schedule for 1959-1960 at the opening session of the convention, Wednesday. He said that operational changes which have been effected in the past few years have eliminated costly time lags and needless duplication and that streamlining has brought a greater degree of unity to production and distribution methods.

During the Tuesday session Warner re-



**BOASBERG**  
General Sales Mgr.

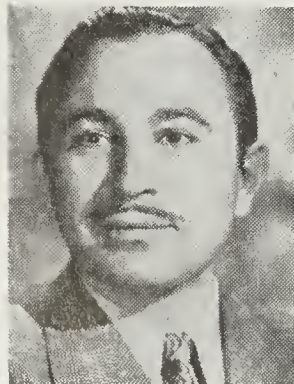


**KALMENSON**  
Executive  
Vice-President

ported an 800 percent increase in television film production during the past three years and announced the \$30,000,000 1959 program which will provide eight hours of weekly network entertainment. Included in the program are four new one-hour series and six series already established.

James B. Conkling, president of Warner Brothers Records, reported that the company has approximately 100 stereo long-playing albums available and has made great strides since entering the market in September, 1958. The firm now owns seven distribution centers and 27 distributors which have contact with approximately 40 percent of the total business potential.

In detailing the 34-picture program, Warner pointed out that the investment it represents is in production costs alone.



**GOODMAN**  
Vice-President in  
charge of operations



**COHEN**  
President,  
WB International



**WARNER**  
President

"It does not include costs of prints, distribution, advertising and promotion," he stated.

Summer releases are "The Young Philadelphians," "The Nun's Story," "John Paul Jones," and "Hercules."

The balance of the 1959-60 program includes "Yellowstone Kelly," Technicolor, starring Clint Walker, Edd "Kookie" Byrnes, John Russell; "Look Back in Anger," starring Richard Burton, Claire Bloom; "The FBI Story," produced and directed by Mervyn LeRoy, starring James Stewart, Vera Miles; "Cash McCall," Technicolor, starring James Garner, Natalie Wood, Dean Jagger; "Ocean's 11," starring Frank Sinatra, Dean Martin, Sammy Davis, Jr., Peter Lawford, in Technicolor; "The Miracle," Technirama and Technicolor, starring Carroll Baker, Roger Moore, Walter Slezak, Vittorio Gassman, Katina Paxinou; "Guns of the Timberlands," starring Alan Ladd, Jeanne Crain, Gilbert Roland, in Technicolor; "A Summer Place," Technicolor, starring Richard Egan, Dorothy McGuire, Arthur Kennedy, Sandra Dee, Troy Donahue; "Moment of Danger," starring Dorothy Dandridge, Trevor Howard, Edmund Purdom; "The Bramble Bush," starring Richard Burton, Barbara Rush, Jack Carson, Angie Dickinson, in Technicolor; "Gold of the Seven Saints," produced and directed by Howard Hawks in Technicolor; Jack Webb's "30"; "Ice Palace," in Technicolor; "Parrish," in Technicolor; "The Sundowners," Fred Zinnemann's production, to star Deborah Kerr, Robert Mitchum, Peter Ustinov, in Technicolor; "The Dark At the Top of the Stairs," in Technicolor; "Captain Buffalo," a John Ford production in Technicolor; "The Crowded Sky," in Technicolor; "All God's Children"; "Tall Story," directed in Technicolor by Joshua Logan; "Rachel Cade," in Technicolor; "Splendor in the Grass," to be produced and directed by Elia Kazan in Techni-



**ORR**  
WB Television



**CONKLING**  
WB Records

## Blue Law Changes Mullied By Ohio Solons

COLUMBUS, O. — Subcommittee of the House Judiciary committee of the Ohio Legislature is expected to recommend a modernization, rather than repeal, of the state's Sunday blue laws.

Rep. Frances McGovern, Akron Democrat, one of the few lady legislators in Ohio history, is chairman of the Judiciary committee. She appointed Rep. D. T. Matia, Cleveland Democrat, chairman of the subcommittee. Other members are Reps. Louis J. Schneider, Jr., Cincinnati Republican; Frank J. Gorman, Cleveland Democrat; Walter L. White, Lima Republican; and Michael A. Sweeney, Cleveland Democrat.

Gov. Michael V. DiSalle ordered Robert A. Terhune, agriculture director, to abide by Atty. Gen. Mark McElroy's opinion calling for enforcement of Ohio's blue laws at state and county fairs. If the laws are enforced, all except possibly food sales at fairs on Sunday apparently would be prohibited.

Theatres and other amusements and sports are exempted from Sunday closing in the modification bills. These are aimed chiefly at retail establishments selling "non-essential" items.

## Allied Sets Combined Meet

WASHINGTON—The first combined national drive-in and indoor theatre convention, sponsored by the Allied States Association of Theatres Owners, will be held in Miami Beach, Dec. 7-9. Ben Marcus, chairman of the board of Wisconsin Allied, will serve as general convention chairman.

"It was felt that many exhibitors would welcome the opportunity to combine the convention with a Florida vacation," Abram F. Myers, Allied board chairman and general counsel, said in the convention announcement. Wisconsin Allied will sponsor and handle arrangements for the convention.

## Minn. Approves "Fast Time"

MINNEAPOLIS—The Minnesota State Legislature passed a "fast time" bill June 10, making Daylight Saving Time permanent in that state from June 1 until the first week in September.

The measure, hurdling more than 10 bills and amendments introduced before the vote, represents a compromise. An injunction by the Minnesota Amusement Company proved ineffective when the State Attorney General defied the order.

color; "The Man They Couldn't Kill"; "The Marauders," in Technicolor; "The White Rajah," in Technicolor; "Undercover Teacher"; "Letter from Peking," to be directed in Technicolor by Michael Anderson; "Fanny," starring Audrey Hepburn and Maurice Chevalier, directed in Technicolor by Joshua Logan; "Claudelle Inglish"; "Sunrise at Cam-pobello," in Technicolor.



**TRILLING**  
Vice-President



**ERICKSON**



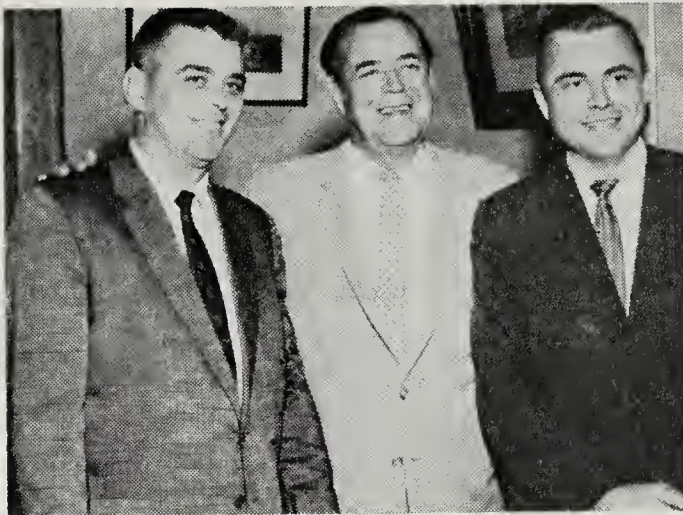
## Castle Denounces U.S.-Russian Exchange

WASHINGTON — A sweeping denouncement of the United States Information Agency's Russo-American cultural exchange was made by Eugene Castle, founder and former president of Castle Films, before the Senate Appropriations Committee. Castle opined that top USIA officials and an Undersecretary of State "should all be transferred to the Kremlin's payroll" for their parts in the USIA program.

Testifying before the committee which is now considering the new USIA budget, Castle said that the USIA has become a giant transmission belt for the importation of Russian propaganda into the U. S. on an unprecedented scale and that the USIA budget could be trimmed to \$50,000,000. The agency is seeking \$160,000,000.

Castle also recommended that the Informational Media Fund, which gives American distributors access to their film earnings in such countries as Turkey, Poland, Yugoslavia, and Vietnam, be transferred from the USIA to the Department of Commerce.

Concentrating his criticism against the USIA motion picture service, Castle declared that the operation continues to be wasteful, trouble-provoking, racket-ridden, etc.



The group on the left has recently purchased complete control of the theatre on the right, the Joy, New Orleans. Shown (left to right) are E. Clark Montgomery, Levere C. Montgomery, Sr., and Levere C. Montgomery, Jr., who form the Delta Theatres, Inc.



## Montgomery Trio Buys All Stock Outstanding In Joy, N.O. Showcase

NEW ORLEANS—Levere C. Montgomery, Sr., president, Delta Theatres, Inc., announced recently that he and his two sons, Levere C. Montgomery, Jr., and Eugene Clarke Montgomery have purchased the entire outstanding stock in owners and operators of the Joy showcase on Canal St. The stock interests

were purchased from C. E. Hilgers of Dallas and Ernest A. MacKenna of New Orleans.

Montgomery, Sr. has been active in every phase of the industry, having started as popcorn and peanut vendor at the Baker Grand in Natchez, Miss., in 1919 under the guidance of his foster father, the late Eugene Clarke, a pioneer in show business and lifetime owner of the Baker Grand. The elder Montgomery expressed complete confidence and optimism in the motion picture industry. He said, "The big picture line-up now in production and on the planning boards in Hollywood, and the new techniques in photography, sight, and sound (stereophonic dimension) give excellent promise of our industry returning to greater prosperity, exceeding even the good old days."

"Monty," as he is familiarly known in film circles, covers just about every activity, including film buying and booking for independent theatres, first with Theatres Service, later his own organization known as Bri-Mont Buying and Booking Agency; association in circuit theatre operation in official capacity with Ritz Theatres, operated in association with Joy's Theatres; also co-partner with T. G. Solomon in a circuit of drive-ins and indoor theatres in Louisiana, Mississippi, Alabama, and Florida, being instrumental in the construction of several drive-ins. Other performances include his connection as top official in the operation of independent film distribution.

Simultaneous with the purchase of the Joy, the Montgomery trio also purchased the outstanding stock held by Hilgers and MacKenna in Time Saver Stores, Inc., a drive-in food chain in New Orleans, of which Levere, Jr., is president and general manager and E. Clarke is in charge of personnel and sales. Additionally, the three also purchased more stock in Tra-Mont Building Company of New Orleans.

Hilgers said that he will concentrate his activities in the presidency of Barbematic, Inc., of Dallas, and MacKenna commented that his entire time will be devoted to his other theatre enterprises which includes a project in exploitation and advertising.

The Delta Theatres, Inc., was organized by Joy N. Houck, Montgomery, Hilgers, and MacKenna in 1946 with the construction of the Joy, which was opened in February, 1947, with Houck as president; Montgomery, treasurer; Hilgers, vice-president and secretary; and MacKenna, vice-president and manager of the theatre.



## CANADIAN Highlights

By Harry Allen, Jr.

THE SHOT IN THE ARM that comes with a changeover has been felt in the three Loew's theatres in this country. The three houses have been taken out of the north-eastern division under Charles Kurtzman of Boston and constituted as a separate and autonomous entity, with Jack H. Clarke, Toronto city manager, as division chief. Loew's Toronto in the downtown area will be altered and refurnished along the lines of Loew's N.Y., and the new seats will be so commodious that the present capacity of 2,096 will be reduced by 250. Loew's Uptown will also get a going over. The Canadian division, besides including the two Toronto houses, also includes London. . . . Rumors in the trade has it that Paul Nathanson will be taking over Columbia in Canada. Son of the late N. L. Nathanson who formed Famous Players in Canada, as well as operating two film exchanges, presently heads Empire-Universal Films, Ltd. Nathanson, Sr., had a share in the Columbia franchise at one time until Columbia Pictures took over a larger piece of the distributing company. Meantime within his own operation, Nathanson has appointed Hatton Taylor as general manager of Empire-Universal. He replaces Alex Metcalfe who has been general manager since 1957 when he succeeded A. W. Perry. Taylor joined the company as a special sales representative in June, 1958, Metcalfe joined Empire-Universal in 1940 as a salesman in Calgary, then served in the Montreal and Toronto branches. He was formerly general manager of the company's 16 mm. division.

**REEL CLIPS:** Work is well advanced on two new drive-ins in the Maritimes. These are Don Gidney's Wildon at Digby, N.S., and Tourist Enterprises' Fairfield, some 15 miles from Charlottetown, where the F. G. Spencer Co. operates the North River Drive-in. . . . J. Henry R. MacLeod, who stepped in during the illness of S. A. Doane, chairman of the Nova Scotia Board of Censors and head of the Theatre Inspection Board, has been appointed as Doane's successor. Doane retired following a long illness. . . . Len Herberman was named manager, St. John, N.B. office, International Film Distributors and Allied Artists Pictures of Canada. He succeeds Delbert T. Buckley, who resigned to operate the Maritime Poster Exchange which he owns with Harry Cohen of Montreal. Herberman was formerly Ontario sales representative. . . . The Quebec Branch of the Canadian Picture Pioneers named Fred E. Peters, its past president, as Pioneer of the Year. The presentation was made by William Lester of United Amusement Corp., who was introduced by the toastmaster and president, Phil Maurice. Nat Gordon was the recipient of a special award for outstanding contributions to the branch. . . . Jack McKay, recently with Shelly Films, now represents TV Film Service, a division of Peerless Laboratories, Toronto. . . . Hye Bossin, editor of the Canadian Film Weekly, was appointed honorary consultant to the Toronto Public Library on the development of a collection of films for reference use, with the assignment to last a year. . . . Douglas Murray is successor to Douglas Winterton as manager, Daylight, Saskatoon. Winterton quit to go into another business. The Daylight Theatre Co., in which Famous Players, operator of the house, is interested, just paid \$75,000 for the theatre property. . . . Charles Bochner, in theatre seating for 22 years, recently sold the company he founded to the group headed by David H. Dewey and is currently taking it easy. A serious illness was a factor in his retirement from the company, but he intends to return to business activity after a while.





**ROCK HUDSON**  
**JEAN SIMMONS**  
**DOROTHY McGUIRE**  
**CLAUDE RAINS**



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CASEY ROBINSON / HENRY KING / EDWARD MUHAMMAD

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## Soviet Wide-Screen Film Bows At Mayfair

NEW YORK—The first American showing of the newest Soviet cinematic technique, Cinepanorama with nine-track Stereophonic Sound, has been set for June 30, at the Mayfair. The premiere will mark the first Russian-made film to reach Broadway since the documentary on Leningrad was shown at the Victoria in 1943.

Part of the expanding cultural exchange program between the United States and the Soviet Union, the Russian cinematic development is being presented here by the Ministry of Culture of the U.S.S.R. in conjunction with the Soviet Exhibition of Science, Technology and Culture at the Coliseum. The American exhibition and showing of Cirarama will take place in Moscow later this summer.

"Great Is My Country" is the title of the first of two films to be exhibited here during the six week engagement. The motion picture, produced in 1957, was the first to be filmed in the new process developed by the Soviet Scientific Research Institute of Cinema-Photography and was shot in color. The arm-chair viewer is whisked through the medium of the three dimensional stereophonic technique on a 90 minute tour of the vast and varied expanse of the Soviet Union.

Russian people from all walks of life will be seen against a wide background of sights and sounds—from the luxurious holiday resorts in the sub-tropical climate of the Black Sea to the new agricultural developments of Siberia. The picture will afford the average American an opportunity to see life in Russia today as the Russians view it. The second film, "The Magic Mirror," will premiere in July.

## ABC-Radio Gets Title Bout

NEW YORK — Contract for American Broadcasting Company Radio's exclusive network coverage of the world heavyweight championship fight between title-holder Floyd Patterson and challenger Ingemar Johansson to be sponsored by the motion picture, "The Horse Soldiers," at Yankee Stadium June 25 was signed by Edward J. De Gray, vice-president in charge of ABC Radio; William J. Heineman, vice-president in charge of distribution for United Artists; and Irving B. Kahn, president of TelePrompTer Corp.

Highlight of the event will be special in-person between rounds comment by John Wayne and William Holden, stars of the multi-million dollar Civil War spectacle, presented by the Mirisch Company and distributed by United Artists.

## Indies Form New Group

NEW YORK—Delegates from 30 different independent film importing and distributing companies (representing 95 per cent of the entire industry) agreed at a meeting last fortnight to form their own trade organization, the Independent Film Importers and Distributors of America, according to an official announcement by Richard P. Brandt, serving as temporary chairman of the organization.

Brandt disclosed that the formation of I.F.I.D.A., which is now in the process of formal incorporation, arises from an urgent need of the independents to deal on a mutual level with the national and world-wide problems confronting the business today.

Towards this end, the organization will speedily elect a three-man policy committee and set up a permanent executive staff.



Mack Sennett, creator of the Keystone Kops and the Bathing Beauties of movie fame, was recently awarded an honorary membership in the Society of Cinema Collectors and Historians by Edward Finney, president, Independent Motion Picture Producers Association, as starlets Meri Kelley, Helen Hendrix, and Joyce Evans, looked on.

## Industryites Honor Broidy

HOLLYWOOD—Steve Broidy, president of the newly-formed Jewish Federation-Council, was honored by industry leaders at a testimonial luncheon in the Beverly Hills Hotel, last Thursday.



## LONDON Observations

by Jock MacGregor

BRITISH CINEMAS have won some tax relief. They will receive a \$56 weekly rebate, but the fight for total exemption will continue. Now let us hope that exhibitors instead of resignedly looking at charts and estimating future drops in attendances will make a real endeavor to build audiences.

If we are to regain patrons, we have surely got to adapt ourselves to the times and make moviegoing more convenient and comfortable—give visits to the theatre a sense of occasion once again. Exhibition policy calls for an overhaul and we may well be faced with a campaign to plug changes, but this is essential if we are to succeed.

Some form of booked seats must be introduced. The attitude of "when there is an attraction one can't get them in and when there isn't they won't come anyway" really must be changed. All films are not of the standard of "South Pacific," "The Ten Commandments," or "Gigi," but they prove the public will accept booked seats and set performances.

People will no longer, in the mass, arrange a baby sitter and go a long way to a cinema to find they must queue in the rain, and even after waiting a while be unable to sit together. Recently, I had an American friend who wanted to see a particular British picture. I drove to three theatres before finding one without a queue. The manager saw me into the auditorium and got some patrons to move up to get two seats together. He was immediately assaulted by others who had been waiting for "two together."

Another incident that is not conducive to attracting patrons was told me by Sidney Gilliat. A top TV executive made a rare visit to a cinema for a film he particularly wanted to see. The last showing of the feature had just begun. The box office was closed. The doorman told him he couldn't come in. The TV man pleaded and asked him to take the admission to be faced with a charge of trying a bribe. The manager was called, and after considerable argument admission was gained. Sidney was not unembarrassed in trying to explain that one away.

CONGRATULATIONS to UA's Monty Morton on being unanimously elected chairman of the Cinema Renters' Society in succession to Arthur Abeles. Congratulations are also in order for actor Michael Redgrave, who has been knighted by the Queen, and H. F. Francis, the British Film Producers Associations' director of labor relations, who becomes an Officer of the Order of the British Empire. . . . Charles Goldsmith was in great form when he welcomed trade leaders, artists and the press to the Empire Theatre reception to celebrate MGM's 35th anniversary. A lavish photographic exhibition marking the company's history has been mounted in the foyer and a season of big new pictures is being staged. London's 1,250,000 circulation Evening News came out with a composite page dedicated to the occasion. A fascinating editorial coverage of the company's activities was prepared by the paper's veteran critic, A. Jympson Harman. . . . The council of the Federation of British Film Makers is continuing its battle against the terms paid for Sunday bookings. The "widespread practice of fixing a maximum of 25 per cent" is not, in its opinion, justified and should be the minimum. In recognition of increased operating costs on Sundays, the council feels that rentals could be 10 per cent less than week-days: rentals of 45 per cent on week-days could be 35 per cent on Sundays. The FBFM appreciates that many distributors do their best to secure adequate Sunday rentals. . . . Sydney Box continues to expand his film interests. With Kenneth Shipman who controls Twickenham Studios, he has formed Alliance Film Distributors to finance and distribute at least six picture a year for release through Sidney Box Associates Limited. The initial productions will be "And Women Shall Weep," "The Woman on the Stair," "Dead on Five," and "Operation Cupid."



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DENVER

Getting ready to cut the anniversary cake in DENVER are (left to right) Harold Rice and Si Sanders, Fox Intermountain Theatres; M. R. Austin, UA branch manager; and Bill Agren, Fox Intermountain Theatres.



SAN FRANCISCO

Julian Harvey (left), Village, Sacramento, Cal., comments on the anniversary cake at the party in SAN FRANCISCO, while C. F. Harris (center), UA branch manager, and John Parsons, Parsons Theatres, listen with smiles.

## UNITED ARTISTS' 40th . . .



PHILADELPHIA

A pose at the PHILADELPHIA celebration features (left to right) Gene Tunick, Eastern district manager, UA; George Beattie, William Goldman Theatres; Elizabeth V. Ziegler, UA's Philadelphia office manager; and Schuyler Beattie, Goldman Theatres booker.

The PORTLAND ORE., celebrants shown here (left to right) are Stan Smith, owner, Irvington; Jesse Jones; Robert Hazard, UA branch manager; and Jack Partin, UA salesman.



PORTLAND

Shown at the NEW ORLEANS anniversary party are George Pabst (left), UA branch manager, and Kermit Carr, president, Paramount Gulf Theatres, Inc.

Standing under the UA banner in ATLANTA are (left to right) Gene Goodman, UA branch manager; Johnnie Harrell, Martin Circuit buyer; Tommy Thompson, Martin-Thompson Theatres; and Robert Hosse, vice-president, Crescent Amusement Company.



ATLANTA



NEW ORLEANS

MORE than 2,500 exhibitors, circuit heads and film buyers celebrated United Artists' 40th anniversary at branch parties and special screenings in the company's 33 U. S., Canadian and foreign exchange offices all over the world. The exhibitor parties were part of UA's world-wide, year-long celebration commemorating the company's fortieth year. Hosted by UA's branch managers, sales staff and fieldmen, the celebrations featured screenings of United Artists' Fortieth Anniversary product trailer and previews of forthcoming films. Pictured on these pages are only a few of those who participated in the UA anniversary event.

The United Artists Corporation was formed April 17, 1919 by Mary Pickford, Charles Chaplin, Douglas Fairbanks and D. W. Griffith. The first picture to bear the legend "released through United Artists" was Fairbanks' "His Majesty, the American." In order to fill market conditions at the time with quality pictures in the large quantity demanded by the exhibitors, the firm invited a large number of independent producers to join the UA ranks. This was a radical departure from the norm at the time and foreshadowed the company's development in more recent years. Joseph M. Schenk entered UA in 1924. Goldwyn was the second new member-owner, joining the company in 1927. In the Thirties the firm expanded, bringing in new blood. New producers, new stars and new directors were sought and such men as Edward Small, Harry M. Goetz and Alexander Korda, of London Films, added their pictures to the company's schedule.

The company was pulled out of a financial and productive tailspin when a new managerial group,



DALLAS





OKLAHOMA CITY

In a celebration pose in OKLAHOMA CITY are (left to right) B. J. Jacobs, Video Independent Theatres booker; C. F. Motley, Video vice-president; Bob Malone, UA salesman; Audie Adwell, Video booker; Roger Rice, Video publicity; and Leonard Bateman, Video booker, in the background.

The line-up at the BUFFALO celebration features (left to right) William Brett, drive-in operator; Andy Gibson, booker and buyer, Dipson Circuit; Lou Levitch, Schine city manager; Chris Pope, booker and buyer, Schine Circuit; and Al Becker, independent operator.



BUFFALO

# AND ITS BIGGEST YET!

headed by Arthur B. Krim, gained control. Included in the new leaders were Robert S. Benjamin, William J. Heineman, Max E. Youngstein, Arnold M. Picker and Seymour M. Peyser. These men took over in the midst of a period of confusion and serious troubles. There had been rumors that UA would dissolve, was going bankrupt, that it would merge with another firm.

In something under six months the new management put the company in the black. By the end of 1951, United Artists had completed its first profitable calendar year since 1946.

In 1956 the managers gained complete control of the company by acquiring the remaining shares still held by Charlie Chaplin and Mary Pickford. At the company's first stockholders meeting June 4, 1957, the United Artists board of directors and officers were Benjamin, Krim, Heineman, Youngstein, Picker, Peyser, Leon Goldberg, vice-president and treasurer; Seward I. Benjamin, secretary; Joseph Ende, controller and assistant treasurer; Robert W. Dowling and Robert C. Porter.

The company had sustained substantial losses in 1948, 1949, and 1950. Since then gross earnings have increased to \$70,008,242.

Through the success of its special formula for financing and releasing independently made films, United Artists has multiple commitments with more than 60 of the industry's ablest producers. More than 100 first-line stars are represented on its product roster. With independent production now accounting for the major portion of Hollywood's output, UA's continuing relationships with independent creative artists are unapproached by any other film company.

Beginning UA's 41st year in MILWAUKEE are (left to right) Steve Johnson, owner, Wisconsin and Majestic, Sheboygan, Wis.; J. H. Imhof, UA branch manager; Al Frank, president, Fox Theatres, Milwaukee; and Louis Reinert, Majestic, Algoma, Wis.

Marking the anniversary in ST. LOUIS are (left to right) Ray Parker, Broadway Drive-In; E. J. Stevens, branch manager; F. J. Lee, UA district manager; Russ Bovim, Loew's district manager; and John Meinardi, Fox Midwest.

Posing at the CLEVELAND party are (left to right) Dan Rosenthal, UA branch manager; Leroy Kendis, and Meyer Fine, of the Associated Circuit; Frank Murphy, Loew's division manager; and Abe Kramer, Associated Circuit.

Supervising UA's Hal Keeter (right) slice at the CHARLOTTE observance are (left to right) W. L. Parker, Rivoli and Gloria, Myrtle Beach, N. C.; Hugh Sykes, Queen City Booking Service; and Charlie Trexler, Stewart and Everett, Charlotte.

Making some last minute alterations on the cake is Harry Segal (second from left), UA branch manager in BOSTON, while the staff looks on.



MILWAUKEE



ST. LOUIS



BOSTON



CHARLOTTE



CLEVELAND



## ALBANY

United Artists celebrated its 40th anniversary with a preview of "Hole In The Head" at the SW Strand followed by a buffet luncheon at the local branch. Burton Topal, manager for Buffalo and Albany, served as host. . . . Three area drive-ins stressed in their newspaper copy that it was "Disney's policy" and "Disney's price" of 35 cents admission for children on "Shaggy Dog." Using this slant were the Carman, Guilderland; Albano, Ravena; and Auto-Vision, East Greenbush. Alan V. Iselin, after he showed the Disney release at Super 50 Drive-In, between Schenectady and Ballston Spa, claimed the 35 cent rate for youngsters "discouraged attendance by adults". . . . Schine's Pontiac, Saranac Lake, relighted after several weeks' closing for alterations.

## ATLANTA

R. L. McWilliams, has returned to National Theatre Supply Company from the Bailey Theatre Circuit and will travel Tennessee as special representative. . . . Arthur Greenblatt, Allied Artists, visited branch manager J. Hobbs. . . . Mrs. Ray Collins resigned from Universal to be secretary to James V. Frew, southern district manager, Continental Distributing Corporation. . . . New projection equipment and a new screen were installed at the Gordon. . . . The Atlanta WOMPI held a board meeting at the Atlanta Variety Club. . . . Guy Brown, southern district manager, Motion Picture Advertising Company, New Orleans, has recovered from a spell of illness. . . . C. T. Jordan, branch manager, Howco Films, is back at his office after illness.

## BOSTON

Warners is putting on the most extensive saturation campaign ever afforded any Warners film in the New England territory with the release of Joseph E. Levine's "Hercules," it has been announced by Bill Kumins, War-



Seen at the recent reception at the Buffalo Variety Club for George A. Mason, who retired as manager of the Century, and Charles Funk, the new manager of the theatre, shaking hands, were, left to right, Dewey Michaels, Palace; Frank Quinlavin, Dipson Theatres; Eddie Meade, general manager, Shea's Theatres; Eddie Miller, Paramount; Ken Croft, Shea's Buffalo; and James Hayes, Cinema.

ners manager. The Boston branch will be set to go by the first of July with 115 prints, a record number, with 250 playdates lined up for the saturation period. "Hercules" kicks off in this area with a special premiere at the Pilgrim, flagship of American Theatres Corporation, on June 30, with all the fanfare of a Hollywood premiere. The following day, the film will open in every key situation in New England, together with all the Boston subsequent runs on a multiple run, day and date with the first run engagement at the Pilgrim. . . . Herb Gaines, assistant to Warners branch manager Bill Kumins for the past three years, has been transferred to Warners Albany office as branch manager. The promotion for Gaines is a popular one as he was well liked in the Boston territory. Gaines will be replaced in Boston by Eddie Segal, who has been working for Warners in the Albany and Buffalo branches. . . . Patricia Fermoye, daughter of Tom Fermoye, Affiliated Theatres Corporation, graduated as a nurse from Newton-Wellesley Hospital. . . . Because the amount of money raised in this year's industry CJA drive has exceeded that of any previous year, Joseph Linsey, general chairman, Greater Boston division, presented industry chairman Edward S. Redstone with a special citation for his campaign efforts.

**NEW HAMPSHIRE NEWS**—Dave Zerinsky, Plaza, Dover, is protesting the \$1 a week Sunday license fee charged him for the theatre. The rest of the merchants only have to pay a dollar a year, and he feels that the business he is able to do on Sundays does not warrant such a fee. He said that even though he has given away dishes, puppy dogs, cats, canaries and comic books, the theatre is still almost empty, excepting when Walt Disney comes to town. . . . The Daniel Webster and State in Nashua have installed new air-conditioning, according to Armand F. Pepin, manager. . . . The Magnet in Claremont has

**PROVIDENCE, R.I., NEWS** — Nearly five years after the disastrous hurricane which swept the Rhode Island coastline, inundating Providence, taking countless lives and wreaking millions of dollars worth of damage, repairs are still being made. A notable example of this was evidenced last week when workmen were busily engaged installing new sidewalks, around the entire property owned by Loew's State Theatre. Situated in the area that was probably the hardest hit in this city, Loew's State suffered considerable physical damage, and the sidewalks, which were later found to be badly undermined, necessitated permanent installation of new pavements.

## BUFFALO

Col. Bill Shirley, UA field representative, was chairman of a party in honor of all Tent 7 members who have a birthday in June. . . . There was quite a turnout in headquarters of the Variety Club of Buffalo, when the United Artists Theatre Circuit threw a sort of Bon Voyage party for George A. Mason, who has resigned as manager, Century, and has departed for his new home in Florida. Welcomed was new manager Charles E. Funk, 25, who has been assistant manager, Penn, Pittsburgh. . . . Ralph Buring is the new publicity-exploitation representative working out of the Buffalo and Pittsburgh Fox exchanges. Buring currently is working with manager Ben Dargush on promotion for "Say One For Me," opening June 19 in the downtown AB-PT first-run.

## CHICAGO

The Richard J. Finnegan Memorial Building and Variety Club Research Center at La Rabida, affiliated with the University of Chicago, was dedicated. . . . Stereophonic sound is being installed at the Evanston. . . . The Police Censor Board reviewed only 50 films in May, the lowest number for a month in several years. Twenty cuts and three rejections were made. . . . Gaeton Laurie was named assistant to Pat Cascio, Filmack production head. . . . The closed TV of the Patterson-Johanssen title scrap on June 25 will show at the State Lake and Crown with reserved seats at \$5.50, while the Marbro, Tivoli, and Uptown, plus some drive-ins, will operate on a first come first served basis at \$3.60. . . . Arthur Arvision was named advertising manager by Alliance Amusement Company. . . . The Illinois Legislature killed a bill to legalize Bingo in theatres. . . . Paramount is among the bidders for the General Aniline and Film Corporation stock which was taken over by the government under the enemy trading act. . . . Jack Schultz, 72, Tiffin projectionist before his retirement two years ago, died in Florida.

## CINCINNATI

According to preliminary report, the recent "Old Newsboys Day" annual fund-drive of Tent 3, Variety Club, netted approximately \$11,500. The money is used for the club-sponsored "Opportunity Workshop," for mentally handicapped at Goodwill Industries. . . . Smoking will be permitted at downtown Albee during the closed-circuit telecast of the Patterson-Johanssen fight on June 25. Currently, the balcony of the Grand is one of a few area houses where smoking is al-

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lowed. Although there is no city ordinance against smoking in theatres, the fire department disapproves. . . . A wall of the old Rialto collapsed while being demolished, damaging two parked cars and causing tenants in nearby flats to flee to safety. The historic "Over-the-Rhine" house, at one time one of the finest theatres in the mid-west, had been playing second-run films in recent years and closed in 1958.

**COLUMBUS, O. NEWS**—Plans were announced for the construction of a 245-car nine-story mechanical parking facility at the northeast corner of Rich and High Streets, near the downtown theatre district. . . . Loew's Ohio has dismantled its large rooftop sign, a landmark for 31 years. . . . Manager Ed McGlone, RKO Palace, announced that the closed-circuit telecast of the Floyd Patterson-Ingemar Johansson heavyweight title fight June 25 will be shown at the Palace. . . . Hewitt Schlereth, of the Columbus Dispatch editorial staff, has been substituting for vacationing Samuel T. Wilson, Dispatch theatre editor. . . . Bob Burns, after 43 years service in the motion picture business — the last 24 as a salesman with Warners covering the Columbus territory, has joined the Penker Construction Company in a special capacity.

## CLEVELAND

A freak storm that dumped tons of water in areas of the southeast part of Cleveland caused damage estimated at over \$5,000 to the Shaker, Shaker Heights, unit of Associated Theatres Circuit. Water rushed into the auditorium submerging all seats to within half a dozen rows of the standee rail. This is the third time the Shaker has been damaged by flood waters. The colony, Shaker Squire, was slightly damaged but was closed only one night. The Shaker will be closed until repairs are completed. Another casualty was the home of Betty Bluffestone, Imperial Pictures booker. Water in the basement damaged much electric equipment, including food in her deep freeze. . . . Irving Marcus, National Screen salesman in the Cleveland territory for the past 12 years, has been promoted to manager of the NSS branch in Pittsburgh. Marcus has been with the company for 26 years. He started in 1933 as office boy and shipper in the New York branch. . . . The Plaza, belonging to the Washington Circuit, which has been open only weekends, has closed down for the summer. . . . Sharon Silverthorne, daughter of Hippodrome manager Jack Silverthorne, graduates this week from Shaker Heights High School and is looking forward to going to college in the fall.

## DALLAS

H. K. Buchanan has been transferred from the Oklahoma City Paramount office to the local Paramount office where he will be in charge of all bookings in the Oklahoma area. Katherine Clark came in from the Oklahoma City office to train Mable Guinan, formerly with Empire Pictures, who will assist Buchanan. . . . Mrs. Lenetta Stovenour, mother of Fred Stovenour, former arc carbon sales supervisor for National Carbon Company, died here. Mrs. Stovenour was also the grandmother of actress June Haver. She was 88. . . . Alfred Sacks was still reported to be in a serious condition at the Baylor Hospital following a heart attack but is showing some improvement. . . . R. A. Noret, owner, Skyvue, is issuing passes for his drive-in at Lamesa, Tex., to various groups as a public relations gesture.



Norman Wasser, manager, theatre sales, Pepsi-Cola Company, right, is seen pointing out an interesting feature of a presentation in Pepsi-Cola's recent Academy Awards Telecast exhibitor promotion contest to Jeff Livingston, left, director of advertising, Universal Pictures, and Si Seadler, advertising manager, MGM. Pepsi-Cola offered \$2,000 in prizes for promotional efforts by exhibitors in behalf of recent Academy Awards telecast.

## DES MOINES

Raymond Langfitt, formerly with RKO, has been named manager of the Palace, Strand and drive-in, Mason City, Ia., by Central States. . . . Jim Mertz, formerly with Pioneer Theatres, Webster City, has taken over the Corral outdoor theatre, Perry, succeeding George O'Brien who has been transferred to Atlantic, Ia. . . . Eli Smith, 66, owner of the Orpheum, North English, Ia., died recently. . . . Ray Baltzley, 52, theatre operator at Bussey, Ia, died in an Oskaloosa hospital following an illness of several months. . . . Leonard Wood has been promoted from assistant manager to manager of the RKO Iowa theatre at Cedar Rapids, Ia.

## HOUSTON

George Lee Marks, operator, Avalon, local art house, arrived at the theatre to find himself knee deep in celluloid. A burglar who had tried to break into the office was foiled by the lock, so he had taken cash from the vending machine and dumped film all over the floor of the projection booth. . . . Actress Claire Kelly and Producer Joe Pasternak were here in behalf of the motion picture, "Ask Any Girl." . . . Gregory Peck was in for a visit on behalf of "Pork Chop Hill" with a press, radio, and television interview and breakfast. Rudi Duron, a local boy attending the University of Houston, has a role in the film and will be featured in the local campaign. . . . Eunice McDaniel was in to help promote the Bob Hope film, "Alias Jesse James."

## JACKSONVILLE

Carl Kristofferson, Warners booker, and Mrs. Kristofferson have announced that the name of their first child, a girl, is Karol Ann. . . . At a general membership meeting in the Hotel Seminole, Col. John Crovo was named president of the active Motion Picture Council for the third straight year. . . . WOMPI members are proving themselves good promoters in collecting many valuable door prizes to be given away when the national WOMPI convention convenes here in September at the Hotel Robert Meyer.

**MIAMI, FLA., NEWS**—Leslie Irwin is manager, North Andrews Drive-In, Ft. Lauderdale, Fla., replacing Martin Schearn, resigned. . . . Wometco Theatres launched its annual Children's Summer Movie Club, with 13 weekly sessions at a total cost of \$1.50 for season tickets to the specially selected programs at the Essex, Hialeah; Surf, Miami Beach; Sunset, South Miami; Miracle, Coral

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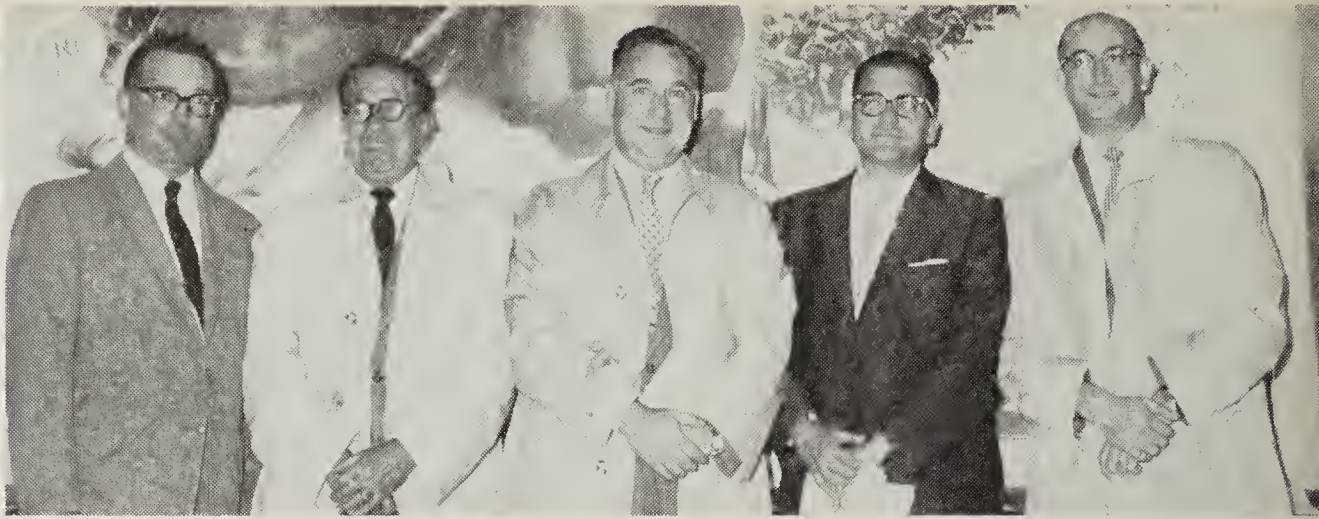
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Seen at a recent exhibitor's screening of United Artists' "The Horse Soldiers," Astor, New York City, were James R. Velde, UA general sales manager, center, flanked by left to right, Al Fitter, UA western division manager; Wilbur Snaper, Snaper Theatres; Richard Brandt, president, Trans-Lux Theatres; and Sidney Cooper, central and southern division manager.

Gables; and Tower, Miami; on Tuesdays; and at the Gateway, Ft. Lauderdale, Fla., on Thursdays. Free gifts are distributed to the children. . . . Lauderdale High School seniors held their annual prom activities, beginning with a movie at the Gateway. . . . No damage to the theatre and no patron or employee was hurt despite two sheriff's deputies firing shots at an escaping fugitive on the field of the Davie Blvd., Drive-In, Ft. Lauderdale. The prisoner was wanted on charges of grand larceny and investigation of breaking and entering, and the deputies signed in at the box office stating that they were looking for someone. They went directly to a car where the prisoner was sitting with a friend and asked him to come out. He tore loose from the deputies and ran through the maze of parked cars with the deputies in pursuit, resulting in four or five shots being fired before he was felled.

### NEW HAVEN

Raymond Bayus has been named manager, Lockwood and Gordon re-opened Candlelite Pix Twin Drive-In, Bridgeport, Conn. . . . Frank Smith, formerly with Bercal Theatres, Hartford, as manager, Parsons, Hartford, has joined Daly Theatre Corporation as manager, 1800-seat Daly, same city, replacing William W. Ricks, who has left the industry. . . . Lou Cohen, Loew's Poli, sounded a call for area ex-GIs who served in the Pork Chop Hill episode of the Korean War, in conjunction with UA's "Pork Chop Hill." He made a deal with the Bond Hotel to host veterans and wives or girl friends at a dinner prior to screening. . . . Atty. Samuel I. Safenovitz, owner, Yale, Norwich, Conn., has a new merchandising tie-in with a Norwich merchant, latter providing free tickets to the Yale, good at any time, with any purchase in merchant's store. In return, merchant is prominently mentioning Yale and its attractions in regular quarter-page ads in the Norwich Bulletin-Record Newspapers.

### NEW ORLEANS

Pike Booking and Supply, Inc., is changing its name to Gulf States Theatres, Inc. The home offices remain in McComb, Miss. . . . Exhibitors Cooperative Association of Theatre Owners held their semi-annual meeting on June 10 at Antoine's Restaurant in the French Quarter. . . . Howco's newest, "Louisiana Hussy," had its world premiere at the C-Wall and New Opera House, Morgan City, La., and attracted capacity crowds. The film was produced in its entirety in Morgan City. The following day the premiere showing was extended to New Orleans at the Globe and Palace and seven neighborhood houses, the Folly, Patio, Dreamland, Napoleon, Poplar, Gem, and Ritz, and four drive-ins.

### PHILADELPHIA

Bernard J. Bispeck, manager, Senate, Harrisburg, Pa., was recently elected president of the Harrisburg Advertising Club and president of the Harrisburg Allison Hill Lions Club. He is a firm believer in theatre managers becoming active in local civic affairs. . . . Max Chasens, associated with Atlantic City theatres for many years and former buyer and booker for Hamid Theatres, is reopening the Capitol there following alterations and will play first-runs and unusual releases. . . . Milgram Booking and Buying Service is now handling the Lyric, South Philadelphia; the Lyric, Chester, Pa.; Midway Drive-In, Wilkes-Barre, Pa.; and Columbia Drive-In, Columbia, Pa. . . . Following a meeting of Bridgeville, Del., civic club representatives with Layton Ayers, owner, Sidney, and Kenneth Holson, manager, it was agreed to conduct a drive for increased attendance at the theatre through sale of admission cards with discount prices for a designated 30-day period. The Sidney management indicated that unless attendance picks up it will close, leaving Bridgeville without a theatre. . . . Mel Koff is a mighty proud pappa. One daughter graduated from Temple University and another daughter graduated from High School. . . . The neighborhood Elton, Steelton, Pa., has closed. Carl Heckert, who was manager, is attending college. . . . The Keystone, Williamsport, Pa., is being remodeled and renamed the State. There will be 200 less seats, bringing capacity to 925, a new screen, lobby and marquee. The house will operate a first-run policy. . . . The proposed change of hands for the New Palace here was called off. . . . The Strand, Pottstown, Pa., closed, and the Hippodrome may switch to a weekend only policy.

### SEATTLE

Variety Club honored Bud Brodie at a luncheon June 9, on the eve of his departure to head the National Screen Service in Hollywood. Brodie, who is being accompanied to California by his wife and two sons, was presented with a desk-set. Laurence McGinley presided as toastmaster, and Frank Christy, acting chief barker, represented Variety. Brodie's spot as NSS branch manager is being filled by Kenneth Friedman, formerly branch manager of the Salt Lake office. . . . Warren Slee, of the 20th-Fox exploitation department, was on a business trip to Portland. . . . Mr. and Mrs. Ray Beal returned from a California wedding trip. Mrs. Beal is a bookkeeping machine operator at 20th-Fox. . . . Mike Powers became the father of a baby boy June 1st. . . . Louise Werner, biller at 20th-Fox, was married to Larry Raaen, recently.



## THE EDITORIAL STAFF



## B

Bad Girl..... For.  
 Badlanders, The..... A3 MG  
 Ballerina..... For.  
 Bandit of Zhohe, The..... A1 Col.  
 Barbarian and the Geisha, The..... A1 Fox  
 Bat, The..... AA  
 Battle Flame..... A1 AA  
 Battle of the Coral Sea..... Col.  
 Beat Generation, The..... B MGM  
 Bell, Book and Candle..... A3 Col.  
 Ben Hur..... MGM  
 Bend of the River—RE..... A1 U-I  
 Best of Everything, The..... Fox  
 Beyond This Place..... AA  
 Big Barrier, The..... For.  
 Big Circus, The..... AA  
 Big Country, The..... A2 UA  
 Big Operator, The..... MGM  
 Black Orchid, The..... A1 Par.  
 Blob, The..... A2 Par.  
 Blood Of Bataan..... For.  
 Blood of the Vampire..... B UI  
 Blue Angel, The..... Fox  
 Blue Denim..... Fox  
 Blue Murder at St. Trinian's..... For.  
 Born Reckless..... B WB  
 Born to Be Loved..... A2 U-I  
 Brain Eaters, The..... A2 A-I  
 Bramble Bush, The..... WB  
 Buccaneer, The..... A1 Par.  
 Buchanan Rides Alone..... A1 Col.  
 But Not for Me..... Par.

## C

Caine Mutiny, The—RE..... A1 Col.  
 Calling North Pole..... AA  
 Captain from Kopenick, The..... A1 For.  
 Career..... Par.  
 Cash McCall..... WB  
 Cast A Long Shadow..... UA  
 Cat, The..... For.  
 Cat on a Hot Tin Roof..... A3 MGM  
 Certain Smile, A..... A3 Fox  
 China Doll..... A3 UA  
 Circle, The..... For.  
 Circus of Love..... For.  
 City of Fear..... A2 Col.  
 Compulsion..... A3 Fox  
 Contraband Spain..... For.  
 Cool and the Crazy..... A3 AI  
 Cop Hater..... B UA  
 Cosmic Man, The..... A1 AA  
 Cosmic Monsters, The..... A2 For.  
 Count Your Blessings..... A3 MGM  
 Counterplot..... UA  
 Crawling Eye, The..... A2 For.  
 Crime and Punishment U. S. A..... A3 AA  
 Crimson Kimono, The..... Col.  
 Cry Baby Killer, The..... A2 AA  
 Cry from the Streets, A..... A2 For.  
 Cry Tough..... UA  
 Curse of the Faceless Man, The..... A2 UA  
 Curse of the Undead..... U-I

## D

Daddy-O..... B A-I  
 Damn Yankees..... A3 WB  
 Dangerous Exile..... A1 For.  
 Darby O'Gill and the Little People..... A1 Misc.  
 Date With Death, A..... Misc.  
 Day of the Outlaw..... UA  
 Deadly Decision..... For.  
 Decks Ran Red, The..... A3 MGM  
 Defiant Ones, The..... A3 UA  
 Devil's Disciple, The..... UA  
 Diary of Anne Frank..... A1 Fox  
 Diary of a High School Bride..... AI  
 Doctor's Dilemma, The..... A3 MGM  
 Don't Give Up The Ship..... A3 Par.  
 Dragstrip Riot..... B AI  
 Dreaming Lips..... For.  
 Dunkirk..... A1 MGM

## E

Eighth Day of the Week, The..... B For.  
 Embezzled Heaven..... A1 For.  
 Enchanted Island..... A2 WB  
 Escort West..... A1 UA

## F

Face of Fire..... A1 AA  
 Face of a Fugitive..... A2 Col.  
 FBI Story, The..... WB  
 Fearmakers, The..... A2 UA  
 Fiend Who Walked the West, The..... B Fox

TEENAGE CAVEMAN—MD-65m.—Robert Vaughn, Leslie Bradley—4541 (12-10-58)—For the lower half  
 TERROR FROM THE YEAR 5,000—MD-74m.—Ward Costello, Joyce Holden—4541 (12-10-58)—Lower half horror thriller  
 WAR OF THE COLOSSAL BEAST—MD-68m.—Sally Fraser, Dean Parkin—4501 (8-20-58)—Fair exploitation programmer

## TO BE REVIEWED

DADDY-O—Dick Contino, Sandra Giles  
 DIARY OF A HIGH SCHOOL BRIDE—Anita Leigh  
 GHOST IN THE HOUSE—Hot Rod Gang  
 GHOST OF DRAGSTRIP HOLLOW—Jody Fair, Russ Bender  
 HEADLESS GHOST, THE—(CS)—Richard Lyon, Lilliane Sottane  
 JAILBREAKERS, THE—Robert Hutton, Mary Castle  
 ROAD RACERS—Joel Laurence, Sally Fraser  
 SHEBA AND THE GLADIATOR—(CS; C)—Anita Ekberg, Georges Marchall

## COLUMBIA

## DISTRIBUTED DURING THE PAST 12 MONTHS

314 APACHE TERRITORY—W-75m.—(EC)—Rory Calhoun, Barbara Bates—4513 (9-17-58)—Okay action programmer  
 BANDIT OF ZHOBE, THE—MD-80m.—(CS; TC)—Victor Mature, Anne Aubrey—4565 (3-11-59)—Familiar desert action pro  
 319 BELL, BOOK, AND CANDLE—C-103m.—(TC)—James Stewart, Kim Novak—4526 (10-29-58)—Cute comedy has lots to offer  
 309 BUCHANAN RIDES ALONE—W-78m.—(C)—Randolph Scott, Craig Stevens—4505 (9-3-58)—Good western for the program  
 CAINE MUTINY, THE—D-125m.—Humphrey Bogart, May Wynn—4573 (4-8-59)—For the bigger money—Reissue  
 328 CITY OF FEAR—MD-81m.—Vince Edwards, Patricia Blair—4549 (1-14-59)—Interesting programmer  
 FACE OF A FUGITIVE—W-81m.—(EC)—Fred MacMurray, Dorothy Green—4581 (5-6-59)—Good western for program  
 330 FORBIDDEN ISLAND—MD-66m.—(C)—Jon Hall, Nan Adams—4557 (2-11-59)—Undersea yarn for lower half  
 313 GHOST OF THE CHINA SEA—MD-79m.—David Brian, Lynn Bernay—4505 (9-3-58)—Strictly lower half fare  
 327 GIDEON OF SCOTLAND YARD—MD-91m.—Jack Hawkins, Anna Lee—4553 (1-28-59)—Satisfactory detective story for th  
 program—England  
 GIDGET—C-95m.—(CS; EC)—Sandra Dee, James Darren—4569 (3-25-59)—Entertaining, fun-filled entry  
 GILDA—D-110m.—Rita Hayworth, Glenn Ford—4577 (4-22-59)—Well-made drama with music should get the business—Re.  
 323 GOOD DAY FOR A HANGING—W-85m.—(EC)—Fred MacMurray, Maggie Hayes—4545 (12-24-58)—Average western  
 331 GUNMEN FROM LAREDO—W-67m.—(C)—Robert Knapp, Jana Davi—4561 (2-25-59)—Mediocre western for the program  
 H-MAN, THE—MD-79m.—(CS; EC)—Japanese cast—4593 (6-3-59)—Good horror entry—Dubbed in English—Japanese made  
 HEY BOY! HEY GIRL!—MU-81m.—Louis Prima, Keely Smith—4577 (4-22-59)—Enjoyable romp for pop music fans  
 IT HAPPENED TO JANE—C-98m.—(EC)—Doris Day, Jack Lemmon—4577 (4-22-59)—Highly entertaining comedy  
 334 JUKE BOX RHYTHM—MU-81m.—Jo Morrow, Jack Jones—4569 (3-25-59)—Pop music bonanza for the younger set  
 315 KILL HER GENTLY—MD-73m.—Griffith Jones, Maureen Connell—4517 (10-1-58)—Program filler—England  
 325 LAST BLITZKRIEG, THE—MD-84m.—Van Johnson, Kerwin Mathews—4545 (12-24-58)—Interesting war film  
 316 LAST HURRAH, THE—CD-121m.—Spencer Tracy, Dianne Foster—4521 (10-15-58)—High rating entertainment  
 306 LIFE BEGINS AT 17—D-75m.—Mark Damon, Dorothy Johnson—4506 (9-3-58)—Okay teen-age programmer  
 321 MAN INSIDE, THE—MD-89m.—Jack Palance, Anita Ekberg—4529 (11-12-58)—Okay adventure yarn  
 310 MAN IN THE SADDLE—W-87m.—Randolph Scott, Joan Leslie—4581 (5-6-59)—Outdoor show has names to help—Reissue  
 ME AND THE COLONEL—CD-109m.—Danny Kaye, Nicole Maurey—4506 (9-3-58)—Highly entertaining entry  
 MIDDLE OF THE NIGHT—D-116m.—Kim Novak, Fredric March—4585 (5-20-59)—Absorbing drama has top names  
 322 MURDER BY CONTRACT—D-81m.—Vince Edwards—4542 (12-10-58)—Well done crime story  
 317 MURDER REPORTED—MD-58m.—Paul Carpenter, Melissa Stribling—4526 (10-29-58)—Lower half filler—England  
 ON THE WATERFRONT—MD-108m.—Marlon Brando, Eva Marie Saint—4573 (4-8-59)—Rugged meller rates with the best—  
 Reissue  
 326 RIDE LONESOME—W-73m.—(CS; C)—Randolph Scott, Karen Steele—4557 (2-11-59)—Good western  
 SANTA FE—W-88m.—Randolph Scott, Janis Carter—4581 (5-6-59)—Good outdoor show—Reissue  
 324 SENIOR PROM—MU-82m.—Jill Corey, Paul Hampton—4546 (12-24-58)—Excellent, tune-filled entry should have wide appeal  
 320 SEVENTH VOYAGE OF SINBAD, THE—FAN-89m.—(TC; DY)—Kervin Mathews, Kathryn Grant—4534 (11-26-58)—High rating  
 fantasy of Arabian Nights type  
 307 TANK FORCE—MD-86m.—(CS; TC)—Victor Mature, Luolana Paluzzi—4506 (9-3-58)—African War action for the program—Eng and  
 318 TARAWA BEACHHEAD—MD-77m.—Kervin Mathews, Julie Adams—4529 (11-12-58)—Satisfactory programmer of Marines in  
 action  
 329 TWO-HEADED SPY, THE—MD-93m.—Jack Hawkins, Gla Scala—4546 (12-24-58)—Good programmer—England  
 VERBOTEN—MD-87m.—James Best, Susan Cummings—4571 (3-25-59)—Interesting program entry  
 WOMAN EATER, THE—MD-70m.—George Coulouris, Vera Day—4597 (6-17-59)—Mediocre horror entry for program—England  
 311 WHOLE TRUTH, THE—MD-84m.—Stewart Granger, Donna Reed—4506 (9-3-58)—Average whodunit for the program—England  
 YOUNG LAND, THE—W-89m.—(T)—Pat Wayne, Yvonne Craig—4577 (4-22-59)—New faces spark western

## COMING FEATURES IN ORDER OF RELEASE

July ANATOMY OF A MURDER—James Stewart, Lee Remick  
 July LEGEND OF TOM DOOLEY, THE—Michael Landon, Jo Morrow  
 July 30 FT. BRIDE OF CANDY ROCK, THE—Lou Costello, Dorothy Provine

## COMING

BATTLE OF THE CORAL SEA—Cliff Robertson, Gia Scala  
 CRIMSON KIMONO, THE—Victoria Shaw, James Shigeta  
 FLYING FONTAINES, THE—(C)—Michael Callan, Evy Norlund  
 HAVE ROCKET, WILL TRAVEL—Three Stooges, Anna-Lisa  
 IDOL ON PARADE—William Bendix, Anne Aubrey—England  
 KILLERS OF THE KILIMANJARO—(CS; EC)—Robert Taylor, Anne Aubrey  
 LAST ANGRY MAN, THE—Paul Muni, Betsy Palmer  
 MAGIC FLAME, A—(CS; C)—Dirk Bogarde, Genevieve Page  
 MAN ON A STRING—Ernest Borgnine, Coleen Dewhurst  
 MOUSE THAT ROARED, THE—Jean Seberg, Peter Sellers—England  
 ONCE MORE WITH FEELING—(TC)—Yul Brynner, Kay Kendall  
 OUR MAN IN HAVANA—(CS)—Alec Guinness, Maureen O'Hara  
 PORGY AND BESS—(Todd A-O; C)—Sidney Poitier, Dorothy Dandridge—Goldwyn  
 RIM OF THE CANYON—(CS; C)—Cornel Wilde, Victoria Shaw  
 SUDDENLY LAST SUMMER—Elizabeth Taylor, Montgomery Clift  
 THEY CAME TO CORDURA—(CS; C)—Gary Cooper, Rita Hayworth, Van Heflin  
 THOUSAND AND ONE ARABIAN NIGHTS—(TC)—UPA Cartoon feature  
 TINGLER, THE—Vincent Price, Judith Evelyn  
 YESTERDAY'S ENEMY—Stanley Baker—England

## MGM

## DISTRIBUTED DURING THE PAST 12 MONTHS

916 ASK ANY GIRL—98m.—(CS; MC)—David Niven, Shirley MacLaine, Gig Young—4585 (5-20-59)—Highly amusing comedy  
 832 ANDY HARDY COMES HOME—CD-78m.—Mickey Rooney, Patricia Breslin—4498 (8-6-58)—Welcome return of popular family  
 series  
 921 ANGRY HILLS, THE—MD-105m.—(CS)—Robert Mitchum, Elisabeth Mueller—4594 (6-3-59)—Program meller of Greek resistance  
 movement during World War II  
 828 BADLANDERS, THE—W-83m.—(CS; MC)—Alan Ladd, Katy Jurado—4493 (7-23-58)—Very good western  
 901 CAT ON A HOT TIN ROOF—D-108m.—(MC)—Elizabeth Taylor, Paul Newman—4506 (9-3-58)—Well-made filmization of play  
 919 COUNT YOUR BLESSINGS—CD-102m.—(CS; MC)—Deborah Kerr, Rossano Brazzi—4573 (4-8-59)—Entertaining  
 903 DECKS RAN RED, THE—D-83m.—James Mason, Dorothy Dandridge—4517 (10-1-58)—Well-made, suspense shocker  
 909 DOCTOR'S DILEMMA, THE—98m.—(EC)—Leslie Caron, Dirk Bogarde—4546 (12-24-58)—Good for the art spots—England  
 902 DUNKIRK—D-113m.—John Mills, Robert Urquhart—4506 (9-3-58)—Well-made war film—England  
 915 FIRST MAN INTO SPACE—MD-77m.—Marshall Thompson, Marla Landi—4557 (2-11-59)—Okay science fiction for the program  
 914 GREEN MANSIONS—D-101m.—(CS; MC)—Audrey Hepburn, Anthony Perkins—4569 (3-25-59)—Moderately entertaining  
 910 JOURNEY, THE—D-125m.—(TC)—Deborah Kerr, Yul Brynner—4557 (2-11-59)—Exciting entertainment  
 912 MATING GAME, THE—C-96m.—(CS; MC)—Debbie Reynolds, Tony Randall—4561 (2-25-59)—Highly amusing comedy  
 920 MYSTERIANS, THE—MD-85m.—(CS; EC)—Japanese cast—4585 (5-20-59)—Good Japanese science fiction thriller—Made in  
 Japan



- 911 NIGHT OF THE QUARTER MOON—D-96m.—(CS)—Julie London, John Drew Barrymore—4558 (2-11-59)—Off-beat, interesting drama
- 913 NOWHERE TO GO—MD-89m.—George Nader—4565 (3-11-59)—For the lower half—England
- 906 PARTY GIRL—MD-99m.—(CS; MC)—Robert Taylor, Cyd Charisse—4526 (10-29-58)—Plush gangster meller is action-packed
- 829 RELUCTANT DEBUTANTE, THE—C-94m.—(CS; MC)—Rex Harrison, Kay Kendall—4498 (8-6-58)—Entertaining, light-weight comedy
- 908 SOME CAME RUNNING—D-136m.—(CS; MC)—Frank Sinatra, Dean Martin—4546 (12-24-58)—Highly interesting and should draw
- 831 TARZAN'S FIGHT FOR LIFE—MD-86m.—(C)—Gordon Scott, Eve Brent—4486 (7-9-58)—Okay for Tarzan fans
- 904 TORPEDO RUN—MD-98m.—(CS; MC)—Glenn Ford, Diane Brewster—4526 (10-29-58)—Good submarine entry
- 907 TOM THUMB—FAN-98m.—(TC)—Russ Tamblyn, June Thorburn—4534 (11-26-58)—High rating entertainment, especially for youngsters—England
- 906 TUNNEL OF LOVE, THE—C-98m.—(CS)—Doris Day, Richard Widmark—4521 (10-15-58)—Highly entertaining comedy for adults
- 918 WATUSI—MD-85m.—(TC)—George Montgomery, Taina Elg—4578 (4-22-59)—Okay programmer
- 917 WORLD, THE FLESH AND THE DEVIL, THE—D-95m.—(CS)—Harry Belafonte, Inger Stevens—4573 (4-8-59)—Unusual highly interesting drama

COMING FEATURES IN ORDER OF RELEASE

- July BEAT GENERATION, THE—Steve Cochran, Mamie Van Doren
- July NORTH BY NORTHWEST—(MC)—Cary Grant, Eva Marie Saint, James Mason
- Aug. TARZAN, THE APE MAN—(C)—Denny Miller
- Sept. BIG OPERATOR, THE—Mickey Rooney, Mamie Van Doren
- Sept. SCAPEGOAT, THE—Alec Guinness, Bette Davis
- Sept. FOR THE FIRST TIME—(TC)—Mario Lanza, Zsa Zsa Gabor

COMING

- BEN HUR—(Camera 65 MC)—Charlton Heston, Jack Hawkins
- GIRLS' TOWN—Mamie Van Doren, Mel Torme
- HOME FROM THE HILL—(CS; MC)—Robert Mitchum, Eleanor Parker
- HOUSE OF THE SEVEN HAWKS, THE—(CS; MC)—Robert Taylor, Nicole Maurey
- IT STARTED WITH A KISS—(CS; MC)—Glenn Ford, Debbie Reynolds
- LAST VOYAGE, THE—(MC)—Robert Stack, Dorothy Malone
- LIBEL—Dirk Bogarde, Olivia DeHavilland—England
- NEVER SO FEW—(CS; MC)—Frank Sinatra, Gina Lollabrigida
- TIME MACHINE, THE—(EC)—Rod Taylor, Yvette Mimieux
- WRECK OF THE MARY DEARE, THE—(CS; C)—Gary Cooper, Charlton Heston

PARAMOUNT

DISTRIBUTED DURING THE PAST 12 MONTHS

- 5804 AS YOUNG AS WE ARE—D-78m.—Robert Harland, Pippa Scott—4513 (9-17-58)—Satisfactory drama with teen appeal
- 5813 BLACK ORCHID, THE—D-96m.—Sophia Loren, Anthony Quinn—4553 (1-28-59)—Fine, entertaining drama
- 5801 BLOB, THE—MD-85m.—(DC)—Steven McQueen, Aneta Corsaut—4513 (9-17-58)—Okay science fiction programmer
- 5809 BUCCANEER, THE—D-121m.—(VV; TC)—Yul Brynner, Claire Bloom—4546 (12-24-58)—Well-made spectacle has names to help
- 5820 DON'T GIVE UP THE SHIP—C-89m.—Jerry Lewis, Dina Merrill—4594 (6-3-59)—Amusing Lewis entry
- 5823 FIVE PENNIES, THE—MUCD-117m.—(TC; VV)—Danny Kaye, Barbara Bel Geddes—4581 (5-6-59)—Solid entertainment
- 5808 GEISHA BOY, THE—C-98m.—(TC)—Jerry Lewis, Marie McDonald—4534 (11-26-58)—Moderately amusing Jerry Lewis entry
- 5818 HANGMAN, THE—W-86m.—Robert Taylor, Tina Louise—4578 (4-22-59)—Western has angles
- 5806 HOUSEBOAT—CD-112m.—(VV; TC)—Cary Grant, Sophia Loren—4514 (9-17-58)—Highly entertaining entry
- 5807 HOT ANGEL, THE—MD-73m.—Jackie Loughery, Edward Kemmer—4542 (12-10-58)—Actionful programmer
- 5802 I MARRIED A MONSTER FROM OUTER SPACE—MD-78m.—Tom Tryon, Gloria Talbott—4522 (10-15-58)—Okay science fiction entry
- 5821 LAST TRAIN FROM GUN HILL, THE—W-94m.—(T; VV)—Kirk Douglas, Carolyn Jones—4578 (4-22-59)—Suspenseful, big scale western
- 5736 MATCHMAKER, THE—CD-100m.—(VV)—Shirley Booth, Anthony Perkins—4498 (8-6-58)—Humorous entry for discriminating audiences
- 5803 PARTY CRASHERS, THE—MD-78m.—Mark Damon, Connie Stevens—4514 (9-17-58)—Teen-age programmer
- R5815 PLACE IN THE SUN, A—D-122m.—Montgomery Clift, Elizabeth Taylor—4562 (2-25-59)—High rating new version of Theodore Dreiser's "An American Tragedy"—Reissue
- R5819 SHANE—W-117m.—(TC)—Alan Ladd, Jean Arthur—4574 (4-8-59)—Powerful outdoor show—Reissue
- R5816 STALAG 17—CD-120m.—William Holden, Don Taylor—4562 (2-25-59)—Comedy drama of prison war camp is headed for better grosses—Reissue
- TARZAN'S GREATEST ADVENTURE—MD-88m.—(EC)—Gordon Scott, Sara Shane—4597 (6-17-59)—Good series entry should please
- 5814 TEMPEST—MD-125m.—(TE; TC)—Silvana Magano, Van Heflin—4553 (1-28-59)—Exciting spectacle
- 5817 THUNDER IN THE SUN—W-81m.—(EC)—Susan Hayward, Jeff Chandler—4574 (4-8-59)—Off-beat entry has angles
- 5810 TOKYO AFTER DARK—D-80m.—Michi Kobi, Richard Long—4547 (12-24-58)—Fair programmer
- 5811 TRAP, THE—MD-84m.—(TC)—Richard Widmark, Tina Louise—4554 (1-28-59)—Interesting, name-packed action drama
- 5805 WHEN HELL BROKE LOOSE—D-78m.—Charles Bronson, Violet Rensing—4526 (10-29-58)—Interesting, effective programmer
- 5812 YOUNG CAPTIVES, THE—MD-61m.—Steven Marlo, Luana Patten—4558 (2-11-59)—Excellent programmer

COMING FEATURES IN ORDER OF RELEASE

- Sept. MAN WHO COULD CHEAT DEATH, THE—(TC)—Anton Differing, Hazel Court—England

COMING

- BUT NOT FOR ME—(VV)—Clark Gable, Carroll Baker
- CAREER—Dean Martin, Shirley MacLaine
- HELLER WITH A GUN—(TC)—Sophia Loren, Anthony Quinn
- JAYHAWKERS, THE—(VV; TC)—Jeff Chandler, Nicole Maurey
- ONE-EYED JACKS—(VV; TC)—Marlon Brando, Katy Jurado
- THAT KIND OF WOMAN—Sophia Loren, Tab Hunter
- TOUCH OF LARCENY—James Mason, Vera Miles—England
- VISIT TO A SMALL PLANET, A—Jerry Lewis, Joan Blackman

20TH CENTURY FOX

DISTRIBUTED DURING THE PAST 12 MONTHS

- 908 ALASKA PASSAGE—MD-72m.—(CS)—Bill Williams, Nora Hayden—4558 (2-11-59)—Adult programmer
- 835 BARBARIAN AND THE GEISHA, THE—D-105m.—(CS; DC)—John Wayne, Eiko Ando—4517 (10-1-58)—Interesting, lavish historical saga
- 830 CERTAIN SMILE, A—D-106m.—(CS; DC)—Rossano Brazzi, Joan Fontaine—4498 (8-6-58)—Interesting, colorful tale of a young girl in love
- 915 COMPULSION—D-103m.—(CS)—Orson Welles, Diane Varsi—4558 (2-11-59)—Absorbing, well-made dramatic entertainment
- DIARY OF ANNE FRANK, THE—D-170m.—(CS)—Millie Perkins, Joseph Schildkraut—4569 (3-25-59)—High rating dramatic entry
- 831 FIEND WHO WALKED THE WEST, THE—W-100m.—(CS)—Hugh O'Brian, Robert Evans, Dolores Michaels—4506 (9-3-58)—Suspenseful, brutal western
- 818 FLAMING FRONTIER—W-70m.—(RD)—Bruce Bennett, Paisley Maxwell—4487 (7-9-58)—For the lower half
- 821 FLY, THE—D-90m.—(CS; DC)—Al Hedison, Patricia Owens—4494 (7-23-58)—Excellent horror entry can be exploited
- 843 FRONTIER GUN—W-70m.—(RS)—John Agar, Joyce Meadows—4530 (11-12-58)—Lower half western
- 832 HARRY BLACK AND THE TIGER—MD-107m.—(CS; DC)—Stewart Granger, Barbara Rush—4514 (9-17-58)—Interesting adventure yarn
- 920 HERE COME THE JETS—MD-71m.—Steve Brodie, Lyn Thomas—4594 (6-3-59)—Okay programmer
- 905 I MOBSTER—MD-80m.—(CS)—Steve Cochran, Lita Milan—4549 (1-14-59)—Good gangster tale for the program
- 837 IN LOVE AND WAR—D-111m.—(CS; DC)—Robert Wagner, Dana Wynter—4527 (10-29-58)—Well-made entry has good potential
- 901 INN OF THE SIXTH HAPPINESS, THE—D-153m.—(CS; DC)—Ingrid Bergman, Curt Jurgens—4535 (11-26-58)—Superior entertainment
- 907 INTENT TO KILL—D-89m.—(CS)—Richard Todd, Betsy Drake—4542 (12-10-58)—Good programmer
- 833 HUNTERS, THE—MD-108m.—(CS; DC)—Robert Mitchum, May Britt—4502 (8-20-58)—Interesting yarn of Air Force in action
- 913 LITTLE SAVAGE—MD-69m.—Pedro Armendariz, Terry Rangno—4570 (3-25-59)—Lower half filler
- 911 LONE TEXAN—W-76m.—(RS)—Willard Parker, Audrey Dalton—4554 (1-28-59)—Okay western
- 864 MARK OF ZORRO, THE—MD-93m.—(RE)—Tyrone Power, Linda Darnell—4530 (11-12-58)—"Zorro" popularity plus name should see it through
- 839 MARDI GRAS—MU-107m.—(CS; DC)—Pat Boone, Christine Carere—4535 (11-26-58)—Enjoyable entertainment
- 828 NAKED EARTH—D-96m.—(CS)—Richard Todd, Juliette Greco—4487 (7-9-58)—Interesting, off-beat programmer
- 841 NICE LITTLE BANK THAT SHOULD BE ROBBED, A—C-87m.—(CS)—Tom Ewell, Dina Merrill—4547 (12-24-58)—Fair comedy
- 904 RALLY 'ROUND THE FLAG BOYS—C-106m.—(CS; DC)—Paul Newman, Joanne Woodward—4549 (1-14-59)—Cute, highly amusing comedy

- Fire Under Her Skin..... For.
- First Man Into Space..... A2 MGM
- Five Pennies, The..... A1 Par.
- Flaming Frontier..... A1 Fox
- Flesh and the Woman..... For.
- Floods of Fear..... U-I
- Fly, The..... A2 Fox
- Flying Classroom, The..... For.
- Flying Fontaines, The..... Col.
- Folies Bergere..... For.
- Forbidden Island..... B Col.
- Forbidden Paradise..... For.
- For the First Time..... A1 MGM
- Forbidden Fruit..... B For.
- Four Skulls of Jonathan Drake, The..... A3 UA
- Foxiest Girl in Paris..... For.
- Frankenstein—1970..... A3 AA
- Frankenstein's Daughter..... B Miso.
- From the Earth to the Moon..... A1 WB
- Frontier Gun..... A2 Fox

G

- Gallant Hours, The..... UA
- Geisha Boy, The..... A2 Par.
- Ghost in the House..... AA
- Ghost of the China Sea..... A1 Col.
- Ghost of Drag Strip Hollow..... A1
- Giant Behemoth, The..... A2 AA
- Gidget..... A3 Col.
- Gideon of Scotland Yard..... A1 Col.
- Gigantis, The Fire Monster..... A2 WB
- Gilda—RE..... B Col.
- Girl In The Bikini, The..... B For.
- Girl With An Itch..... B Misc.
- Girls Are Willing, The..... For.
- Girls, Inc..... Misc.
- Girls, Guns and Gangsters..... UA
- Girls of the Night..... For.
- Girls' Town..... MGM
- Go, Johnny, Go..... Misc.
- Good Day for a Hanging..... A1 Col.
- Grand Maneuver, The..... B For.
- Great St. Louis Bank Robbery, The..... B UA
- Green Mansions..... A1 MGM
- Gri Gri..... For.
- Guendalina..... For.
- Guitars Of Love..... For.
- Gun Fight At Dodge City..... A2 UA
- Gun Runners, The..... A3 UA
- Guns of the Timberland..... WB
- Gunfighters of Abilene..... UA
- Gunmen From Laredo..... A2 Col.
- Guns, Girls and Gangsters..... B UA
- Gunsmoke In Tucson..... A2 AA
- Gypsy and the Gentleman, The... For.

H

- H-Man, The..... B Col.
- Hanging Tree, The..... A2 WB
- Hangman, The..... A2 Par.
- Happy Anniversary..... UA
- Happy Is The Bride..... For.
- Harry Black and the Tiger..... A3 Fox
- Have Rocket, Will Travel..... Col.
- He Who Must Die..... A3 For.
- Headless Ghost, The..... B A1
- Havana Story, The..... UA
- Helen of Troy—RE..... A2 WB
- Hell Squad..... A2 A1
- Heller With A Gun..... Par.
- Hercules..... A1 WB
- Here Come The Jets..... A2 Fox
- Heroes and Sinners..... C For.
- Hey Boy, Hey Girl..... A1 Col.
- High School Hellcats..... A3 A1
- Hole In The Head, A..... UA
- Holiday for Lovers..... Fox
- Home Before Dark..... B WB
- Home From The Hill..... MGM
- Hong Kong Affair..... A1 AA
- Hong Kong Confidential..... A1 UA
- Horrors of the Black Museum..... B A1
- Horse Soldiers, The..... UA
- Horse's Mouth, The..... A3 UA
- Hot Angel, The..... A2 Par.
- Hot Car Girl..... B AA
- Hot Rod Gang..... B A1
- Hound of the Baskervilles..... A2 UA
- House of the Seven Hawks, The... MGM
- Houseboat..... A2 Par.
- House on Haunted Hill, The..... A2 AA
- How to Make a Monster..... A2 A1
- Hunters, The..... A2 Fox

I

- I Bury the Living..... A2 UA
- I Married a Monster from Outer Space..... A2 Par.
- I, Mobster..... B Fox
- I Was Monty's Double..... A1 For.
- I Want to Live..... A3 UA
- Idle On Parade..... Col.
- I'll Give My Life..... Misc
- Imitation Of Life..... A3 U-I
- In Between Age, The..... A1 AA
- In Love and War..... A3 Fox
- Inn of the Sixth Happiness, The... A1 Fox
- Inspector Malgret..... A3 For.
- Intent to Kill..... B Fox
- Invisible Invaders, The..... A1 UA
- Island of Lost Women..... A1 WB
- Isle of Lovant, The..... Misc.
- It Happened to Jane..... A1 Col.
- It Started With A Kiss..... MGM
- It, the Terror from Beyond Space. A1 UA
- It's Never Too Late..... For



**J**

• Jailbreakers, The..... A1  
 • Jayhawkers, The..... A1  
 John Paul Jones..... A1  
 Johnny Dark—RE..... A1  
 Johnny Rocco..... A1  
 Jonas..... A3  
 Journey, The..... A3  
 Joy Ride..... A2  
 Juke Box Rhythm..... A1

**K**

Kill Her Gently..... A2  
 • Killers of Kilimanjaro..... A1  
 • King of the Wild Stallions, The..... A1

**L**

La Parisienne..... B  
 Land of the Pharaohs—Re..... B  
 • Last Angry Man, The..... A2  
 Last Biltzkrieg..... A2  
 Last Hurrah, The..... B  
 Last Mile, The..... A1  
 Last of the Fast Guns..... A1  
 Last Train From Gun Hill..... A2  
 • Last Voyage, The..... A2  
 Law and Disorder..... A2  
 Law Is The Law, The..... A2  
 Leech, The..... A2  
 • Legend of Tom Dooley, The..... A2  
 Legion of the Doomed..... C  
 Llano, Jungle Goddess..... C  
 • Libel..... A3  
 Life Begins at 17..... A1  
 Light Touch, The..... A1  
 • Little Rascals Varieties..... A1  
 Little Savage..... A1  
 Littlest Hobo..... A1  
 Lone Texan..... A2  
 Lonely Hearts..... A3  
 Lonely Sex, The..... A3  
 • Look Back In Anger..... A3  
 Lost, Lonely and Vicious..... A1  
 Lost Missile, The..... A1  
 Love Is My Profession..... C  
 Love Story, A..... C  
 Lovers and Thieves..... C  
 Lovers of Paris..... C  
 Lucky Tim..... C

**M**

Maohete..... A3  
 Mad Little Island..... A3  
 • Magic Flame, A..... A3  
 • Man On A String..... A3  
 • Man Who Understood Women, The..... A3  
 Man in the Net..... A2  
 Man in the Saddle—RE..... A2  
 Man Inside, The..... A3  
 Man in the Raincoat..... A2  
 Man of the West..... B  
 • Man Who Could Cheat Death, The..... A3  
 Man Without a Star—RE..... B  
 Mardi Gras..... A2  
 Mark of Zorro, The—RE..... A2  
 Matchmaker, The..... A1  
 Matling Game, The..... A3  
 Me and the Colonel..... A3  
 Menace in the Night..... A1  
 Middle of the Night..... B  
 Milkmaid, The..... B  
 • Miracle, The..... A1  
 Miracle of St. Theresa..... A1  
 Mirror Has Two Faces, The..... A3  
 Missile to the Moon..... B  
 Mississippi Gambler, The—RE..... B  
 Mistress, The..... A3  
 Money, Women and Guns..... A1  
 Monster on the Campus..... A3  
 Monpti..... A3  
 Most Wonderful Moment, The..... A3  
 • Mouse That Roared, The..... A3  
 Mugger, The..... A3  
 • Mummy, The..... A3  
 Murder By Contract..... A3  
 Murder Reported..... A2  
 Mustang..... A1  
 My Name Is Toxie..... A1  
 My Uncle..... A1  
 My World Dies Screaming..... A1  
 Mysterians, The..... A1

**N**

Naked and the Dead..... A2  
 Naked Earth..... A3  
 Naked Maja, The..... A3  
 Never Love a Stranger..... A3  
 • Never So Few..... A3  
 Never Steal Anything Small..... A3  
 New Orleans after Dark..... A2  
 Nice Little Bank That Should Be Robbed, A..... A2  
 Night Heaven Fell, The..... C  
 Night of the Blood Beast..... B  
 Night of the Quarter Moon..... B  
 Night to Remember, A..... A1  
 Nine Lives..... A1  
 No Name on the Bullet..... A3  
 No Place To Land..... B  
 No Sun In Venice..... B  
 • North by Northwest..... A2  
 Nowhere To Go..... A2  
 Nun's Story, The..... A2

**O**

• Odds Against Tomorrow..... A2  
 Of Love and Lust..... A2  
 • On the Beach..... A2  
 On the Waterfront—Re..... A2  
 • Once More With Feeling..... A2  
 Once Upon a Horse..... A2

909 REMARKABLE MR. PENNYPACKER, THE—88m.—(CS; DC)—Clifton Webb, Dorothy McGuire—4554 (1-28-59)—Entertaining, impudent comedy

842 ROOTS OF HEAVEN, THE—MD-124m.—(CS; DC)—Errol Flynn, Juliette Greco, Trevor Howard—4527 (10-29-58)—Off-beat entry merits attention

820 RX MURDER—85m.—(CS)—Rick Jason, Lisa Gastoni—4494 (7-23-58)—For the lower half—England

912 SAD HORSE, THE—D-78m.—(CS; DC)—David Ladd, Patrice Wynmore—4570 (3-25-59)—Good programmer

918 SAY ONE FOR ME—MU-119m.—(CS; DC)—Bing Crosby, Debbie Reynolds—4597 (6-17-59)—Highly entertaining, name-packed fun-fest

902 SHERIFF OF FRACTURED JAW—C-103m.—(CS; DC)—Kenneth More, Jayne Mansfield—4535 (11-26-58)—Amusing comedy—England

829 SIERRA BARON—W-80m.—(CS-DC)—Brian Keith, Rita Gam—4487 (7-9-58)—Good western for the program

903 SMILEY GETS A GUN—MD-89m.—(CS; DC)—Keith Calvert, Chips Rafferty—4554 (1-28-59)—Pleasant programmer for juvenile and family trade—Australia

910 SOUND AND THE FURY, THE—D-115m.—(CS; DC)—Yul Brynner, Joanne Woodward—4566 (3-11-59)—Interesting entertainment

922 SOUTH PACIFIC—MU-151m.—(CS; DC)—Rossano Braggi, Mitzi Gaynor—4597 (6-17-59)—Entertaining hit

822 SPACE MASTER X-7—MD-70m.—(RS)—Bill Williams, Lyn Thomas—4494 (7-23-58)—Satisfactory science fiction programmer

870 STREETCAR NAMED DESIRE, A—MD-122m.—(RE)—Vivien Leigh, Marlon Brando—4518 (10-1-58)—Vivid picturization of stage play is packed with selling angles

906 THESE THOUSAND HILLS—W-96m.—(CS; DC)—Don Murray, Lee Remick—4554 (1-28-59)—Good western

834 VILLA—MD-72m.—(CS; DC)—Rodolfo Hoyos, Brian Keith, Margia Dean—4514 (9-17-58)—Action yarn for the program

914 WARLOCK—W-121m.—(CS; DC)—Richard Widmark, Dorothy Malone—4574 (4-8-59)—Excellent name-packed entertainment

826 WOLF DOG—MD-61m.—(RS)—Jim Davis, Allison Hayes—4498 (8-6-58)—Lower half filler

917 WOMAN OBSESSED—D-103m.—(CS; DC)—Susan Hayward, Stephen Boyd—4594 (6-3-59)—Interesting drama with most appeal for women

## COMING FEATURES IN ORDER OF RELEASE

June MAN WHO UNDERSTOOD WOMEN, THE—(CS; DC)—Leslie Caron, Henry Fonda  
 July HOLIDAY FOR LOVERS—(CS; DC)—Clifton Webb, Jane Wyman  
 July SON OF ROBIN HOOD, THE—(CS; DC)—Al Hedison, June Laverick—England

## COMING

ALLIGATOR PEOPLE, THE—Lon Chaney, Beverly Garland  
 BEST OF EVERYTHING, THE—(CS; DC)—Joan Crawford, Stephen Boyd, James Mason, Hope Lange  
 BLUE ANGEL, THE—(CS; DC)—Curt Jurgens, May Britt  
 BLUE DENIM—(CS)—Carol Lynley, Brandon De Wilde  
 OREGON TRAIL—(CS; DC)—Fred MacMurray, Nina Shipman  
 PRIVATE'S AFFAIR, A—(CS; DC)—Sal Mineo, Christine Carere  
 RETURN OF THE FLY, THE—Vincent Price, Danielle DeMetz

## UNITED ARTISTS

## DISTRIBUTED DURING THE PAST 12 MONTHS

ALIAS JESSE JAMES—C-92m.—(DC)—Bob Hope, Rhonda Fleming—4570 (3-25-59)—Amusing Hope entry—Hope

ANNA LUCASTA—D-97m.—Eartha Kitt, Sammy Davis, Jr.—4535 (11-26-58)—Filmization of stage play needs special attention—Longridge

BIG COUNTRY, THE—W-165m.—(TE; TC)—Gregory Peck, Jean Simmons—4502 (8-20-58)—Super western is big in all departments

CHINA DOLL—D-88m.—Victor Mature, Li Li Hua—4499 (8-6-58)—Interesting love story against war background—Batjac

COP HATER—MD-75m.—Robert Loggia, Ellen Parker—4503 (8-20-58)—Good crime meller for program

CURSE OF THE FACELESS MAN—MD-66m.—Richard Anderson, Elaine Edwards—4507 (9-3-58)—Horror item for lower half—Vogue

DAY OF THE OUTLAW—W-90m.—Robert Ryan, Burl Ives, Tina Louise—4597 (6-17-59)—Actionful outdoor opus with different angles—Security

DEFIANT ONES, THE—D-97m.—Tony Curtis, Sidney Poitier—4499 (8-6-58)—Powerful, deeply moving drama

ESCORT WEST—W-75m.—(CS)—Victor Mature, Elaine Stewart—4555 (1-28-59)—Interesting action yarn—Batjac

FEARMAKERS, THE—D-83m.—Dana Andrews, Marilee Earle—4518 (10-1-58)—Programmer has angles—Pacemakers

FOUR SKULLS OF JONATHAN DRAKE, THE—MD-70m.—Eduard Franz, Valerie French—4586 (5-20-59)—Horror item for the program

GUNS, GIRLS AND GANGSTERS—MD-70m.—Mamie Van Doren, Gerald Mohr—4547 (12-24-58)—Satisfactory program—crime meller—Imperial

GUN RUNNERS, THE—MD-83m.—Audie Murphy, Patricia Owens—4514 (9-17-58)—Interesting action entry

GUNFIGHT AT DODGE CITY, THE—W-81m.—(CS; DC)—Joel McCrea, Julie Adams—4585 (5-20-59)—Good Western—Mirisch

GREAT ST. LOUIS BANK ROBBERY, THE—MD-86m.—Steve McQueen, Molly McCarthy—4558 (2-11-59)—Mediocre meller for duallers—Guggenheim Associates

HOLE IN THE HEAD, A—C-120m.—(Panavision; DC)—Frank Sinatra, Eleanor Parker—4586 (5-20-59)—Superior entertainment—Sinclair

HONG KONG CONFIDENTIAL—MD-67m.—Gene Barry, Beverly Tyler—4518 (10-1-58)—For lower half—Vogue

HORSE SOLDIERS, THE—OD-119m.—(DC)—John Wayne, William Holden, Constance Towers—4598 (6-17-59)—Highly entertaining action entry—Mahin-Rackin-Mirisch

HORSE'S MOUTH, THE—C-96m.—(TC)—Alec Guinness, Kay Walsh—4530 (11-12-58)—For the art spots—Lopert—England

HOUND OF THE BASKERVILLES, THE—MD-84m.—(TC)—Peter Cushing, Maria Landi—4598 (6-17-59)—Fine filming of horror classic—Hammer—England

I BURY THE LIVING—MD-76m.—Richard Boone, Peggy Maurer—4488 (7-9-58)—Okay horror item for lower half—Maxim

INVISIBLE INVADERS, THE—MD-67m.—John Agar, Jean Byron—4586 (5-20-59)—Fair science fiction

IT—THE TERROR FROM BEYOND SPACE—MD-68m.—Marshall Thompson, Shawn Smith—4507 (9-3-58)—Fair science fiction entry—Vogue

I WANT TO LIVE—D-120m.—Susan Hayward, Simon Oakland—4527 (10-29-58)—Grim, powerful drama—Figaro

LAST MILE, THE—D-81m.—Mickey Rooney, Clifford David—4549 (1-14-59)—Well-made prison yarn—Rosenberg-Subotsky

LA PARISIENNE—C-85m.—(TC)—Brigitte Bardot, Charles Boyer—4494 (7-23-58)—Another Bardot bombshell—(French-made; dubbed in English or titles)—Lopert

LONELYHEARTS—D-108m.—Montgomery Clift, Robert Ryan, Myrna Loy—4542 (12-10-58)—Absorbing, off-beat drama—Schary

LOST MISSILE, THE—D-70m.—Robert Loggia, Ellen Parker—4535 (11-26-58)—Good science programmer—Berke

MACHETE—MD-75m.—Marl Blanchard, Albert Dekker—4542 (12-10-58)—Strictly for the lower half—Odell

MAN IN THE NET, THE—MD-96m.—Alan Ladd, Carolyn Jones—4578 (4-22-59)—Sell the Ladd name—Mirisch-Jaguar

MAN OF THE WEST—W-100m.—(CS; DC)—Gary Cooper, Julie London—4515 (9-17-58)—Good adult western—Ashton

MENACE IN THE NIGHT, THE—MD-78m.—Griffith Jones, Lisa Gastoni—4518 (10-1-58)—For the lower half—Leeds—England

MUGGER, THE—MD-74m.—Kent Smith, Nan Martin—4522 (10-15-58)—Okay adult programmer—Barbizon

MUSTANG—W-73m.—Jack Beutel, Madalyn Trahey—4570 (3-25-59)—Amateurish lower half filler—Arnell

NAKED MAJAS, THE—D-111m.—(TE; TC)—Ava Gardner, Anthony Franciosa—4570 (3-25-59)—Large scale costume spectacle has possibilities—Titanus

PORK CHOP HILL—MD-97m.—Gregory Peck, Harry Guardino—4581 (5-6-59)—Hard-hitting war film—Melville

RIOT IN JUVENILE PRISON—MD-71m.—Jerome Thor, Marcia Henderson—4578 (4-22-59)—For the lower half—Vogue

SEPARATE TABLES—D-98m.—Rita Hayworth, Deborah Kerr, David Niven—4543 (12-10-58)—Interesting drama has high potential—Hecht-Hill-Lancaster

SHAKE HANDS WITH THE DEVIL—MD-110m.—James Cagney, Dana Wynter—4586 (5-20-59)—Fascinating action meller of Irish rebellion—Pennebaker

SOME LIKE IT HOT—C-120m.—Marilyn Monroe, Tony Curtis—4562 (2-25-59)—A riot of fun and femmes—Mirisch

TERROR IN A TEXAS TOWN—W-80m.—Sterling Hayden, Ann Verela—4507 (9-3-58)—For the lower half—Seltzer

TEN DAYS TO TULARA—MD-77m.—Sterling Hayden, Grace Raynor—4527 (10-29-58)—Filler for the lower half—Sherman

## COMING FEATURES IN ORDER OF RELEASE

June TEN SECONDS TO HELL—Jeff Chandler, Martine Carol—Seven Arts-Hammer  
 July RABBIT TRAP, THE—Ernest Borgnine, David Brian—Hecht, Hill, Lancaster  
 July WONDERFUL COUNTRY, THE—(CS; TC)—Robert Mitchum, Julie London—MPL

## COMING

HAPPY ANNIVERSARY—David Niven, Mitzi Gaynor—Fields

CAST A LONG SHADOW—Audie Murphy—Mirisch

COUNTERPLOT—Forrest Tucker, Allison Hayes—Odell

CRY TOUGH—John Saxon, Linda Cristal—Hecht, Hill, Lancaster

DEVIL'S DISCIPLE, THE—Laurence Olivier, Kirk Douglas—Hecht, Hill, Lancaster

GALLANT HOURS, THE—James Cagney, Dennis Weaver—Cagney-Montgomery

GUNFIGHTERS OF ABILENE—Buster Crabbe, Judith Ames—Vogue

HAVANA STORY, THE—Cameron Mitchell, Allison Hayes—Premium

ON THE BEACH—Gregory Peck, Ava Gardner—Kramer

ODDS AGAINST TOMORROW—Harry Belafonte, Shelley Winters—Harbel

OPERATION MURDER—Tom Conway, Sandra Dorne—Danziger

SOLOMON AND SHEBA—(TE-TC)—Yul Brynner, Gina Lollobrigida—Small

SUMMER OF THE SEVENTEENTH DOLL, THE—Ernest Borgnine, Anne Baxter—Hecht-Hill-Lancaster

TAKE A GIANT STEP—Johnny Nash, Estelle Hemsley—Hecht, Hill, Lancaster

TIMBUKTU—Victor Mature, Yvonne De Carlo—Imperial

UNFORGIVEN, THE—Burt Lancaster, Audrey Hepburn—Hecht, Hill, Lancaster

WOMAN LIKE SATAN, A—Brigitte Bardot—Gray-Pathé

WOMEN CONFIDENTIAL—Mamie Van Doren, Richard Coogan—Imperial



UNIVERSAL-INTERNATIONAL

DISTRIBUTED DURING THE PAST 12 MONTHS

5907

APPOINTMENT WITH A SHADOW—MD-73m.—(CS)—George Nader, Joanna Moore—4507 (9-3-58)—Program meller

5904

BEND OF THE RIVER—MD-91m.—(RE)—James Stewart, Julia Adams—4507 (9-3-58)—Good outdoor show

5901

BLOOD OF THE VAMPIRE—MD-87m.—(EC)—Donald Wolfitt, Barbara Shelley—4522 (10-15-58)—Horror on a grand scale—England

5920

BORN TO BE LOVED—D-82m.—Hugo Haas, Carol Morris—4598 (6-17-59)—Pleasant programmer

5921

FLOODS OF FEAR—MD-82m.—Howard Keel, Anne Haywood—4579 (4-22-59)—Interesting, suspenseful programmer—England

5921

IMITATION OF LIFE—D-124m.—(EC)—Lana Turner, John Gavin—4558 (2-11-59)—High rating drama.

5921

JOHNNY DARK—MD-85m.—(TC)—Tony Curtis, Piper Laurie—4582 (5-6-59)—Names should help standard auto racing film—RE

5832

LAST OF THE FAST GUNS, THE—W-82m.—(CS-EC)—Jock Mahoney, Linda Cristal—4488 (7-9-58)—Good program western

5903

LIGHT TOUCH, THE—CD-85m.—(TC)—Jack Hawkins, Margaret Johnston—4562 (2-25-59)—Superior Import—England

5922

MAN WITHOUT A STAR—W-89m.—(TC)—Kirk Douglas, Jeanne Crain—4582 (5-6-59)—Off-beat outdoor action entry has the angles—RE.

5909

MISSISSIPPI GAMBLER, THE—MD-98½m.—(RE)—Tyrone Power, Piper Laurie—4510 (9-3-58)—Names should help

5913

MONEY, WOMEN AND GUNS—W-80m.—(CS; EC)—Jock Mahoney, Kim Hunter, Tim Hovey—4527 (10-29-58)—Lower half entry

5902

MONSTER ON THE CAMPUS—MD-76m.—Arthur Franz, Joanna Moore—4522 (10-15-58)—Good horror show

5916

NEVER STEAL ANYTHING SMALL—C-94m.—(CS; EC)—James Cagney, Shirley Jones—4555 (1-28-59)—Entertaining comedy

5916

NO NAME ON THE BULLET—W-77m.—(CS; EC)—Audie Murphy, Joan Evans—4555 (1-28-59)—Good western

5837

ONCE UPON A HORSE—C-85m.—(CS)—Dan Rowan, Dick Martin, Martha Hyer—4503 (8-20-58)—Western satire for program

5911

PERFECT FURLOUGH, THE—C-93m.—(CS; EC)—Tony Curtis, Janet Leigh—4522 (10-15-58)—Highly amusing comedy

5838

RAW WIND IN EDEN—D-90m.—(CS; EC)—Eather Williams, Jeff Chandler—4499 (8-6-58)—Off-beat attraction has angles

5836

RIDE A CROOKED TRAIL—W-87m.—(CS; EC)—Audie Murphy, Gla Scala—4494 (7-23-58)—Good western

5906

RESTLESS YEARS, THE—D-86m.—(CS)—John Saxon, Sandra Dee—4528 (10-29-58)—Interesting, touching program

5839

SAGA OF HEMP BROWN, THE—W-80m.—(CS; EC)—Rory Calhoun, Beverly Garland—4510 (9-3-58)—Good western for the program

5912

SILENT ENEMY, THE—MD-92m.—Laurence Harvey, Dawn Addams—4530 (11-12-58)—Exciting tale of Frogmen in action—England

5917

STEP DOWN TO TERROR—D-75m.—Charles Drake, Colleen Miller—4515 (9-17-58)—Suspense for the program

5914

STRANGER IN MY ARMS—D-88m.—(CS)—June Allyson, Jeff Chandler—4550 (1-14-59)—Drama has saleable angles, potent names

5925

THIS EARTH IS MINE—D-125m.—(CS; TC)—Rock Hudson, Jean Simmons—4579 (4-22-59)—Named packed, interesting drama

5833

TWILIGHT FOR THE GODS—D-120m.—(EC)—Rock Hudson, Cyd Charisse—4488 (7-9-58)—Best seller has good potential

5910

UP FRONT—C-91m.—(RE)—David Wayne, Tom Ewell, Martina Berti—4510 (9-3-58)—Good war comedy

5919

WILD AND THE INNOCENT, THE—MD-84m.—(CS; EC)—Audie Murphy, Joanne Dru—4566 (3-11-59)—Interesting program entry

5834

WILD HERITAGE—MD-78m.—(CS-EC)—Will Rogers, Jr., Maureen O'Sullivan—4488 (7-9-58)—Good programmer

5908

WORLD IN HIS ARMS, THE—MD-104m.—(RE)—Gregory Peck, Ann Blyth—4510 (9-3-58)—Name-packed action show

COMING FEATURES IN ORDER OF RELEASE

June

MUMMY, THE—(C)—Peter Cushing

June

CURSE OF THE UNDEAD—Eric Fleming

COMING

ANY WAY THE WIND BLOWS—(CS; C)—Rock Hudson, Doris Day

LEECH, THE—Colleen Gray, Grant Williams

OPERATION PETTICOAT—(C)—Cary Grant, Tony Curtis, Joan O'Brien

SPARTACUS—(TE)—Kirk Douglas, Laurence Olivier

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

808

AUNTIE MAME—C-143m.—(TE; TC)—Rosalind Russell, Forrest Tucker—4543 (12-10-58)—Highly humorous entertainment

816

BORN RECKLESS—CD-79m.—Mamie Van Doren, Jeff Richards—4574 (4-8-59)—Fair programmer

802

DAMN YANKEES—MUC-110m.—(TC)—Tab Hunter, Gwen Verdon—4515 (9-17-58)—Amusing comedy has lots of angles

806

ENCHANTED ISLAND—MD-94m.—(TC)—Dana Andrews, Jane Powell—4530 (11-12-58)—Interesting version of well-known literary work—RKO

806

FROM THE EARTH TO THE MOON—D-100m.—(TC)—Joseph Cotton, Debra Paget—4531 (11-12-58)—Interesting science fiction

819

GIGANTIS, THE FIRE MONSTER—MD-78m.—Japanese cast—4594 (6-3-59)—Minor science fiction for program—Dubbed in English—Japanese made

810

HANGING TREE, THE—W-106m.—(TC)—Gary Cooper, Maria Schell—4555 (1-28-59)—Good, big scale western

811

HELEN OF TROY—D-114m.—(CS; WC)—Rosanna Podesta, Jack Sernas—4562 (2-25-59)—Spectacle will need plenty of selling—Reissue—Made in Italy

822

HERCULES—D-107m.—(Dyaliscope; EC)—Steve Reeves, Sylva Koscina—4587 (5-20-59)—Highly entertaining spectacle—Italy

807

HOME BEFORE DARK—D-136m.—Jean Simmons, Dan O'Herlihy—4523 (10-15-58)—Highly interesting drama

817

ISLAND OF LOST WOMEN—D-71m.—Jeff Richards, Venetia Stevenson—4579 (4-22-59)—For the supporting slot

823

JOHN PAUL JONES—D-126m.—(TE; TC)—Robert Stack, Marisa Pavan—4598 (6-17-59)—Moderately successful historical epic—Primarily made in Spain

812

LAND OF THE PHAROHS—D-106m.—(CS; WC)—Jack Hawkins, Joan Collins—4562 (2-25-59)—Highly interesting story of pyramid building in Egypt—Reissue—English-made

727

NAKED AND THE DEAD, THE—MD-131m.—(WS-TC)—Aldo Ray, Cliff Robertson—4489 (7-9-58)—High rating war film

821

NUN'S STORY, THE—D-149m.—(TC)—Audrey Hepburn, Peter Finch—4582 (5-6-59)—Unusual entry

804

ONIONHEAD—CD-110m.—Andy Griffith, Felicia Farr—4518 (10-1-58)—Entertaining service yarn

813

RIO BRAVO—W-141m.—(TC)—John Wayne, Angie Dickinson—4559 (2-11-59)—Super western is highly entertaining

814

STAR IS BORN, A—D-154m.—(CS; TC)—Judy Garland, James Mason—4574 (4-8-59)—High rating—Reissue

820

TEENAGERS FROM OUTER SPACE—MD-85m.—David Love, Dawn Anderson—4595 (6-3-59)—For the lower half

809

UP PERISCOPE—MD-111m.—(WS; TC)—James Garner, Andra Martin—4559 (2-11-59)—Lengthy submarine yarn of average interest

815

WESTBOUND—W-72m.—(WC)—Randolph Scott, Virginia Mayo—4571 (3-25-59)—Good western for program

801

WIND ACROSS THE EVERGLADES—MD-93m.—(TC)—Burl Ives, Gypsy Rose Lee—4510 (9-3-58)—Absorbing and off-beat tale of Florida Everglades

818

YOUNG PHILADELPHIANS, THE—D-136m.—Paul Newman, Barbara Rush—4582 (5-6-59)—Highly interesting, absorbing show

COMING FEATURES IN ORDER OF RELEASE

Sept.

YELLOWSTONE KELLY—(TC)—Clint Walker, Andra Martin

COMING

ALL GOD'S CHILDREN—Rita Moreno, Mark Damon

BRAMBLE BUSH, THE—(TC)—Richard Burton, Barbara Rush

CASH McCALL—(TC)—James Garner, Natalie Wood

FBI STORY, THE—(TC)—James Stewart, Vera Miles

GUNS OF THE TIMBERLAND—(TC)—Alan Ladd, Jeanne Crain

LOOK BACK IN ANGER—Richard Burton, Claire Bloom—England

MIRACLE, THE—(TR; TC)—Carroll Baker, Walter Slezak

SUMMER PLACE, A—(TC)—Richard Egan, Dorothy McGuire

FOREIGN

DISTRIBUTED DURING THE PAST 12 MONTHS

AUSTRIAN

EMBEZZLED HEAVEN—D-88m.—(C)—Annie Rosar—4587 (5-20-59)—Good religious import—Dubbed in English—de Rochemon

ENGLISH

BAD GIRL—D-100m.—Anna Neagle, Sylvia Syms—4574 (4-8-59)—Exploitable program entry—Roach

BLUE MURDER AT ST. TRINIAN'S—C-86m.—Joyce Grenfell, Lionel Jeffries—4486 (7-9-58)—For art spots—Continental

CIRCLE, THE—MD-92m.—John Mills, Noelle Middleton—4571 (3-25-59)—Ordinary Scotland Yard who-done-it—Kassler

CONTRABAND SPAIN—MD-80m.—(EC)—Richard Greene, nouk—4510 (9-3-58)—Smuggling meller—Stratford

COSMIC MONSTERS, THE—MD-75m.—Forrest Tucker, Gaby Andre—4559 (2-11-59)—Lower half science fiction entry

CRAWLING EYE, THE—MD-85m.—Forrest Tucker, Janet Munro—4559 (2-11-59)—Okay science fiction thriller

CRY FROM THE STREETS, A—D-99m.—Max Bygraves, Barbara Murray—4566 (3-11-59)—Interesting drama about homeless youngsters—Tudor

DANGEROUS EXILE—MD-90m.—(VV; EC)—Louis Jourdan, Belinda Lee—4519 (10-1-58)—Interesting period entry—Rank

GYPSY AND THE GENTLEMAN, THE—D-89m.—(EC)—Melina Mercouri, Keith Mitchell—4550 (1-14-59)—Fair Import—Rank

HAPPY IS THE BRIDE—C-84m.—Ian Carmichael, Janette Scott—4550 (1-14-59)—Excellent English comedy—Kassler

IT'S NEVER TOO LATE—C-95m.—(EC)—Phyllis Calvert—4490 (7-9-58)—Light weight English domestic comedy—Stratford

I WAS MONTY'S DOUBLE—D-100m.—M. E. Clifton James, John Mills—4562 (2-25-59)—Entertaining, different import

LAW AND DISORDER—C-76m.—Michael Redgrave, Robert Morley—4537 (11-26-58)—Delightful English farce—Continental

LUCKY JIM—C-95m.—Ian Carmichael, Jean Anderson—4519 (10-1-58)—Highly amusing art house entry—Kingsley-Int.

MAD LITTLE ISLAND—C-94m.—(EC)—Jeannie Carson, Donald Sinden—4551 (1-14-59)—Amusing entry for art and specialty spots—Rank

NIGHT TO REMEMBER, A—D-123m.—Kenneth More, Jill Dixon—4547 (12-24-58)—High rating reenactment of sea tragedy—Rank

•One-Eyed Jacks.....		Par.
Onionhead.....	B	WB
Operations Dames.....	A3	A-I
•Operation Murder.....		UA
•Operation Petticoat.....		U-I
•Oregon Trail.....		Fox
•Our Man in Havana.....		Col.

P		
Pagans, The.....	A3	AA
Pathe Panchail.....	A1	For.
Paratrooper Command.....	A3	A1
Party Crashers, The.....	A2	Par.
Party Girl.....	B	MGM
Perfect Furlough, The.....	B	UI
Peter Pan—RE.....	A1	Misc.
Place in the Sun, A—RE.....	A2	Par.
Plan 9 From Outer Space.....		Misc.
Poor but Beautiful.....	B	For.
•Porgy and Bess.....		Col.
Pork Chop Hill.....	A1	UA
Premier May.....	A2	For.
•Private's Affair, A.....		Fox

Q		
Queen of Outer Space.....	B	AA
Question of Adultery.....	C	For.

R		
•Rabbit Trap, The.....		UA
Rally Round the Flag, Boys.....	B	Fox
Raw Wind in Eden.....	A3	UI
Reaching for the Stars.....		For.
•Rebel Set, The.....		AA
Reluctant Debutante, The.....	A2	MGM
Remarkable Mr. Pennypacker, The.....	A3	Fox
Restless Years, The.....	A2	U-I
•Return Of The Fly, The.....		Fox
Revolt In The Big House.....	A2	AA
Ride a Crooked Trail.....	A2	UI
Ride Lonesome.....	A1	Col.
•Rim of the Canyon.....		Col.
Rio Bravo.....	A3	WB
•Riot in Cell Block 11.....	A2	AA
Riot in Juvenile Prison.....	B	UA
•Road Racers.....	B	A-I
Room At The Top.....	B	For.
Rooney.....	A1	For.
Roots, The.....		For.
Roots of Heaven, The.....	A3	Fox
RX Murder.....	A3	Fox

S		
Sad Horse, The.....	A1	Fox
Saga of Hemp Brown, The.....	A1	UI
•Santa Fe—RE.....	A1	Col.
Say One For Me.....		Fox
•Scapegoat, The.....		MGM
Screaming Skull.....	A2	A1
Secret Place.....		For.
Senechal, The Magnificent.....	A3	For.
Senior Prom.....	A2	Col.
Separate Tables.....	A3	UA
Seventh Voyage of Sinbad, The.....	A1	Col.
Shaggy Dog, The.....	A1	Misc.
Shake Hands With the Devil.....	A2	UA
Shameless Sex, The.....		For.
Shane—RE.....	A2	Par.
•Sheba and the Gladiator.....		A1
She Gods of Shark Reef.....	A3	A1
Sheriff Of Fractured Jaw.....	A2	Fox
Sierra Baron.....	A1	Fox
Silent Enemy, The.....	A1	UI
Sinners of Paris.....		For.
Sins Of Rose Bernd, The.....		For.
Sleeping Beauty.....	A1	Misc.
Smiley Gets A Gun.....	A1	Fox
Snowfire.....	A1	AA
•Solomon and Sheba.....		UA
Some Came Running.....	B	MGM
Some Like It Hot.....	B	UA
•Son of Robin Hood, The.....	A1	Fox
Sound and the Fury, The.....	A3	Fox
South Pacific.....	A3	Fox
South Seas Adventure.....	A1	Misc.
Space Master K-7.....	A2	Fox
•Spartacus.....		U-I
•Speed Crazy.....	A3	AA
Spider, The.....	A2	A1



Spy in the Sky ..... A1 AA  
 Stalag 17—Re..... A2 Par.  
 Star Is Born, A—RE..... B WB  
 Step Down to Terror..... A2 UI  
 Stranger in My Arms, A..... A2 UI  
 Street Car Named Desire, A—RE..... B Fox  
 Submarine Seahawk..... A1 AI  
 Suddenly Last Summer..... Col.  
 Summer of the Seventeenth Doll, The..... UA  
 Summer Place, A..... WB  
 Surrender Hell..... AA

## T

Take A Giant Step..... UA  
 Tale of Two Cities, A..... A1 For.  
 Tank Battalion..... B AI  
 Tank Commandoes..... A3 AI  
 Tank Force..... A1 Col.  
 Tarawa Beachhead..... A2 Col.  
 Tarzan, The Ape Man..... MGM  
 Tarzan's Greatest Adventure..... Par.  
 Tarzan's Fight for Life..... A1 MGM  
 Teenage Caveman..... A2 AI  
 Teenagers from Outer Space..... A2 WB  
 Tempest..... A1 Par.  
 Ten Days to Tulara..... A1 UA  
 Ten Seconds to Hell..... UA  
 Terror In A Texas Town..... A2 UA  
 Terror from the Year 5000..... A2 AI  
 That Kind of Woman..... Par.  
 There's Always a Price Tag..... For  
 These Thousand Hills..... A3 Fox  
 They Came to Cordura..... Col.  
 Third Sex, The..... C For.  
 30 Ft. Bride of Candy Rock..... Col.  
 This Earth Is Mine..... A3 UI  
 Thousand and One Arabian Nights..... Col.  
 Three Strange Loves..... For.  
 Thunder In The Sun..... A2 Par.  
 Tia Juana After Midnight..... Misc.  
 Tlambuctu..... UA  
 Time Machine, The..... MGM  
 Time of Desire, The..... For.  
 Tingler, The..... Col.  
 Tokyo After Dark..... A2 Par.  
 Tom Thumb..... A1 MGM  
 Tonka..... A1 Misc.  
 Too Many Crooks..... For.  
 Torpedo Run..... A1 MGM  
 Tosca..... For.  
 Touch of Larceny..... Par.  
 Trap, The..... A2 Par.  
 Truth About Women, The..... For.  
 Tunnel of Love, The..... B MGM  
 Twilight for the Gods..... A3 UI  
 Two Headed Spy..... A2 Col.

## U

Uncle Tom's Cabin—RE..... Miso.  
 Unforgiven, The..... UA  
 Unwed Mother..... A3 AA  
 Up Front—RE..... A1 U-I  
 Up Periscope..... A1 WB  
 Up the Creek..... For.

## V

Verboten..... A2 Col.  
 Vicious Breed, The..... For.  
 Villa..... A2 Fox  
 Visit to a Small Planet, A..... Par.

## W

War of the Colossal Beast..... A2 AI  
 Warlock..... A2 Fox  
 Watasi..... A1 MGM  
 What Price Murder..... B For.  
 Westbound..... A1 WB  
 When Hell Broke Loose..... A2 Par.  
 White Wilderness..... A1 Miso.  
 Whole Truth, The..... A2 Col.  
 Wild and the Innocent..... A2 U-I  
 Wild Fruit..... For.  
 Wild Heritage..... A1 UI  
 Wind Across the Everglades..... B WB  
 Windom's Way..... A2 For.  
 Witches of Salem..... A3 For.  
 Wolf Dog..... A1 Fox  
 Wolf Larsen..... A3 AA  
 Woman Eater, The..... A2 Col.  
 Woman Like Satan, A..... UA  
 Woman Obsessed..... Fox  
 Women Confidential..... UA  
 Wonderful Country, The..... UA  
 World In His Arms, The—RE..... A1 U-I  
 World, the Flesh and the Devil, The..... A2 MGM  
 Wreck of the Mary Deare, The..... MGM

## Y

Yellowstone Kelly..... WB  
 Yesterday's Enemy..... Col.  
 Ye, The Sorcerer's Village..... Miso  
 Young Captives, The..... B Par.  
 Young Land, The..... A1 Col.  
 Young Philadelphians, The..... A3 WB  
 Your Past Is Showing..... A2 For.

QUESTION OF ADULTERY, A—D-84m.—Julie London, Anthony Steel—4560 (2-11-59)—Has exploitation possibilities—NTA  
 ROOM AT THE TOP—D-117m.—Laurence Harvey, Simone Signoret—4575 (4-8-59)—Excellent adult love story—Continental  
 ROONEY—C-88m.—John Gregson—4486 (7-9-58)—Good art house entry—Rank  
 SECRET PLACE, THE—MD-81m.—Michael Brooke, Belinda Lee—4486 (7-9-58)—Fair program—Rank  
 TALE OF TWO CITIES, A—D-117m.—Dirk Bogarde, Dorothy Tutin—4511 (9-3-58)—Dickens classic for art spots—Rank  
 TOO MANY CROOKS—C-87m.—Terry Thomas, George Cole—4583 (5-6-59)—Amusing comedy—Lopert  
 TRUTH ABOUT WOMEN, THE—CD-100m.—(EC)—Laurence Harvey, Julie Harris—4563 (2-25-59)—Satire has names to help—Continental  
 UP THE CREEK—C-83m.—David Tomlinson, Peter Sellers—4538 (11-26-58)—Amusing Import—Dominant  
 WINDOM'S WAY—MD-108m.—(EC)—Peter Finch, Mary Ure—4523 (10-15-58)—Interesting meller from abroad—Rank  
 YOUR PAST IS SHOWING—C-87m.—Dennis Price, Peggy Mount—4511 (9-3-58)—Cute wacky comedy—Rank

## FINNISH

MILKMAID, THE—D-70m.—Anneli Sauli—4563 (2-25-59)—For art spots—Titles—Joseph Brenner

## FRENCH

CAT, THE—MD-108m.—Francoise Arnoul—4587 (5-20-59)—Suspenseful French underground meller—Titles—Ellis  
 FIRE UNDER HER SKIN—D-90m.—Giselle Pascal, Raymond Pellegrin—4523 (10-15-58)—Mediocre art house fare—Titles—Union  
 FLESH AND THE WOMAN—D-102m.—(TC)—Gina Lollobrigida—4489 (7-9-58)—Sell Lollobrigida for best results—Dubbed—Dominant  
 FOLIES BERGERE—MU-90m.—(TC)—Jenmarie, Eddie Constantine—4490 (7-9-58)—Import has angles—Dubbed in English—Films Around The World  
 FORBIDDEN FRUIT—D-97m.—Fernandel—4575 (4-8-59)—Interesting import—Titles—Films Around The World  
 FOXIEST GIRL IN PARIS—C-100m.—Martine Carol—4523 (10-15-58)—Cute Import—Titles—Times  
 GIRL IN THE BIKINI, THE—D-76m.—Brigitte Bardot—4550 (1-14-59)—Bardot strikes again—Titles—Atlantis  
 GIRLS OF THE NIGHT—D-114m.—Georges Marchal—4587 (5-20-59)—Fair import—Titles—Continental  
 GRAND MANEUVER, THE—C-107m.—(EC)—Michele Morgan, Gerard Philipe—4495 (7-23-58)—Light weight Gallic love spoof—Titles—UMPO  
 GRI GRI—TRAVEL-62m.—United National Museum Of Man expedition—4571 (3-25-59)—African rites for the lower half—English narration—Brenner  
 HEROES AND SINNERS—D-101m.—Curt Jurgens, Marla Felix—4571 (3-25-59)—Highly interesting, exploitable Import—Dubbed in English—Janus  
 HE WHO MUST DIE—D-122m.—(CS)—Pierre Vaneck, Melina Mercouri—4590 (5-20-59)—Absorbing import is good bet for art and specialty spots—Titles—Kassler  
 INSPECTOR MAIGRET—MD-110m.—Jean Gabin—4519 (10-1-58)—Highly interesting mystery—Titles—Lopert  
 LAW IS THE LAW, THE—C-103m.—Fernandel, Toto—4582 (5-6-59)—Cute, amusing import—Titles—Continental  
 LOVE IS MY PROFESSION—D-111m.—Brigitte Bardot, Jean Gabin—4590 (5-20-59)—Bardot loves again—Titles—Kingsley-Int  
 LOVERS OF PARIS—CD-115m.—Gerard Philipe, Danielle Darrieux—4563 (2-25-59)—Amusing Import—Titles—Continental  
 LOVERS AND THIEVES—CD-81m.—Jean Polret—4511 (9-3-58)—Highly amusing Import—Titles—Zenith  
 MAN IN THE RAINCOAT, THE—C-97m.—Fernandel—4516 (9-17-58)—Cute Import for art and specialty spots—Titles—Kingsley  
 MIRACLE OF SAINT THERESE—D-97m.—Frances Descaut—4563 (2-25-59)—Religious drama strictly for art and specialty houses—Dubbed in English—Ellis  
 MIRROR HAS TWO FACES, THE—D-98m.—Michele Morgan, Bourvill—4590 (5-20-59)—Well-made, interesting import—Titles—Continental  
 MY UNCLE—C-110m.—(EC)—Jacques Tati—4537 (11-26-58)—Highly entertaining import for discriminating audience—English dubbed or titles—Continental  
 NIGHT HEAVEN FELL, THE—D-80m.—(CS; EC)—Brigitte Bardot, Stephen Boyd—4511 (9-3-58)—Bardot drawing power still potent—Titles or dubbed—Kingsley-Int.  
 NO SUN IN VENICE—MD-97m.—(CS; EC)—Francoise Arnoul—4490 (7-9-58)—Has exploitation possibilities—Titles—Kingsley-Int.  
 PREMIER MAY—D-89m.—Yves Montand, Yves Noel—4566 (3-11-59)—Good French entry—Titles—Continental  
 SENECHAL, THE MAGNIFICENT—C-78m.—Fernandel, Nadia Gray—4538 (11-26-58)—Funny French farce—Titles—DCA  
 SINNERS OF PARIS—MD-80m.—Charles Vanel—4591 (5-20-59)—Interesting import—Titles—Ellis  
 THERE'S ALWAYS A PRICE TAG—D-102m.—Michele Morgan, Daniel Gelin—4487 (7-9-58)—Slow moving Import—Titles—Rank  
 WHAT PRICE MURDER—D-105m.—Henri Vidal, Mylene Demongeot—4538 (11-26-58)—Good entry for art spots—Titles—UMPO  
 WITCHES OF SALEM—D-140m.—Simone Signoret—4555 (1-28-59)—Excellent import for art houses—Titles—Kingsley-Int.  
 WILD FRUIT—D-97m.—Estella Blain—4490 (7-9-58)—Slow-moving import for art houses—Titles—UMPO

## GERMAN

AFFAIRS OF JULIE, THE—C-90m.—(EC)—Lilo Pulver—4543 (12-10-58)—Cute comedy for art spots—English titles—Bakros Int.  
 BALLERINA—D-91m.—Elizabeth Mueller—4489 (7-9-58)—For art or German houses—Titles—Baker  
 BIG BARRIER, THE—D-87m.—(C)—Edith Mill, Albert Lieven—4510 (9-3-58)—Exploitable for art houses—Titles—Baker  
 CAPTAIN FROM KOEPENICK, THE—D-93m.—(TC)—Heinz Ruhmann—4523 (10-15-58)—Entertaining import—Titles—DCA  
 CIRCUS OF LOVE—D-93m.—(TC)—Eva Bartok, Curt Jurgens—4515 (9-17-58)—German version of "Carnival" has interest for art spots—Titles—DCA  
 DEADLY DECISION—D-103m.—O. E. Hasse, Barbara Ruting—4511 (9-3-58)—For German houses—Dominant  
 DREAMING LIPS—D-86m.—Maria Schell, O. W. Fischer—4537 (11-26-58)—Interesting import for art spots—Titles—DCA  
 FLYING CLASSROOM, THE—C-92m.—Paul Dahlke, Heliane Beie—4489 (7-9-58)—Good comedy for art, German spots—Titles—Baker  
 FORBIDDEN PARADISE—NOV-67m.—(EC)—Ingeborg Schoner, Jan Hendriks—4516 (9-17-58)—For exploitation and art spots—English narration—Colorama Features  
 GUITARS OF LOVE—MU-90m.—(EC)—Vico Torrlani, Montovani and Orchestra—4537 (11-26-58)—Tuneful musical—Titles—Sam Baker Associates  
 JONAS—D-81m.—Robert Graf—4590 (5-20-59)—Psychological, off-beat drama—English narration; partially dubbed—President  
 LIANE, JUNGLE GODDESS—MD-85m.—(EC)—Marlon Michael, Hardy Kruger—4531 (11-12-58)—Exploitable programmer—Dubbed in English—DCA  
 LOVE STORY, A—D-94m.—Hildegard Neff, O. W. Fisher—4551 (1-14-59)—Could fit German houses—Titles—Casino  
 MONPTI—D-97m.—(C)—Romy Schneider—4590 (5-20-59)—Average tragic love import—Dubbed in English—Bakros-Int.  
 MY NAME IS TOXI—D-80m.—Elfie Fiegert—4547 (12-24-58)—Okay programmer, especially for colored houses—Dubbed in English—Grand Prize  
 REACHING FOR THE STARS—D-102m.—Erick Schuman, Lisa Pulver—4516 (9-17-58)—For German and art houses—Titles—Baker  
 SINS OF ROSE BERND, THE—D-85m.—(C)—Maria Schell, Ralf Vallone—4579 (4-22-59)—Okay entry for foreign spots—Titles—President  
 THIRD SEX, THE—D-85m.—Paula Wessely, Paul Dahlke—4566 (3-11-59)—Exploitable for art and language spots—Titles—D & F Dist.

## INDIAN

PATHER PANCHALI—D-112m.—Hindu cast—4548 (12-24-58)—Prize-winning drama is art house natural—Titles—Harrison

## ITALIAN

GUENDALINA—D-95m.—Jacqueline Sassard—4490 (7-9-58)—For art, Italian houses—Titles—Lopert  
 MOST WONDERFUL MOMENT, THE—D-94m.—Marcello Mastroianni, Giovanna Ralli—4599 (6-17-59)—Interesting import—English titles—Ellis  
 POOR BUT BEAUTIFUL—C-103m.—Marisa Allasio—4487 (7-9-58)—Dull Italian comedy—Titles—Trans-Lux  
 SHAMELESS SEX, THE—D-73m.—Yvonne Sanson, Frank Villard—4531 (11-12-58)—Strictly for the sex-plotation spots—Dubbed in English—Screenorama  
 TOSCA—OPERA—105m.—(CS; EC)—Franca Duval, Franco Corelli—4567 (3-11-59)—Well-made opera for art and specialty spots—Titles—Casolaro-Giglio

## JAPANESE

MISTRESS, THE—D-102m.—Hidoko Takamine—4563 (2-25-59)—Okay Import for specialty spots—Titles—Harrison

## MEXICAN

ROOTS, THE—COMP-96m.—Non-professional Mexican Indians—4519 (10-1-58)—Fine art house fare—Harrison

## NORWEGIAN

NINE LIVES—MD-85m.—Jack Fjeldstad—4575 (4-8-59)—Thrilling chase meller—Titles; narration—deRochemond

## POLISH

EIGHTH DAY OF THE WEEK, THE—D-84m.—Sonjz Ziemann—4587 (5-20-59)—Import is worthy of attention—Titles—Continental



PHILIPPINES

BLOOD OF BATAAN—MD-76m.—Leopoldo Salcedo, Mona Lisa—4537 (11-26-58)—Exploitable war film—Spoken in English—Brenner

SWEDISH

OF LOVE AND LUST—CD-103m.—Anita Bjork, Mai Zetterling—4599 (6-17-59)—Fair import—English titles—Films Around The World  
THREE STRANGE LOVES—D-84m.—Eva Henning, Birger Malmsten—4567 (3-11-59)—Confused drama of sexual aberrations—Titles—Janus  
TIME OF DESIRE, THE—D-86m.—Barbaro Larsson, Margaretha Lowler—4495 (7-23-58)—Artistic exploration of the varieties of love—Titles—Janus  
VICIOUS BREED, THE—86m.—Arne Ragneborn, Maj-Britt Lindholm—4490 (7-9-58)—For art and Swedish spots—Titles—Brenne

MISCELLANEOUS

DISTRIBUTED DURING THE PAST 12 MONTHS

DARBY O'GILL AND THE LITTLE PEOPLE—D-90m.—(TC)—Albert Sharpe, Janet Munro—4583 (5-6-59)—The Disney name and the luck of the Irish should prove of assistance  
DATE WITH DEATH, A—MD-81m.—(Psychorama)—Gerald Mohr, Liz Renay—4575 (4-8-59)—Satisfactory programmer offers intriguing gimmick—Pacific Int.  
FRANKENSTEIN'S DAUGHTER—MD-85m.—John Ashley, Sandra Knight—4543 (12-10-58)—Inferior exploitation entry—Astor  
GIRLS, INC.—NOV.-65m.—No credits available—4595 (6-3-59)—Filler for lower half—Joseph Brenner  
GIRL WITH AN ITCH—D-78m.—Kathy Marlowe, Robert Armstrong—4531 (11-12-58)—Sexy programmer has selling possibilities—Howco  
GO, JOHNNY, GO—MU-75m.—Alan Freed, Jimmy Clanton—4583 (5-6-59)—Rock 'n' roller for lower half—Roach  
I'LL GIVE MY LIFE—D-78m.—John Bryant, Angie Dickinson—4575 (4-8-59)—Religious film for specialized audiences—Howco  
ISLE OF LEVANT, THE—TRAV-71m.—(C)—No credits available—4591 (5-20-59)—Exploitable nudist film—English narration—Miracle  
LONELY SEX, THE—MD-58m.—Cast unknown—4595 (6-3-59)—Amateurish study in sexual aberrations—Joseph Brenner  
LOST, LONELY, AND VICIOUS—D-73m.—Ken Clayton, Barbara Wilson—4538 (11-26-58)—Lower half filler—Howco  
MISSILE TO THE MOON—MD-78m.—Richard Travis, Cathy Downs—4543 (12-10-58)—Program filler—Astor  
MY WORLD DIES SCREAMING—D-81m.—Gerald Mohr, Cathy O'Donnell—4538 (11-26-58)—Psychological drama for lower half—Howco  
NO PLACE TO LAND—MD-78m.—(NA)—John Ireland, Marl Blanchard—4539 (11-26-58)—Interesting action programmer—Republic  
PETER PAN—CAR-77m.—(TC) (RE)—Produced by Walt Disney—4485 (7-9-58)—High rating Disney—Buena Vista  
PLAN 9 FROM OUTER SPACE—MD-76m.—Gregory Wolcott, Mona McKinnon—4531 (11-12-58)—Okay science fiction programmer—DCA  
SHAGGY DOG, THE—C-100m.—Fred MacMurray, Jean Hagen—4567 (3-11-59)—Highly amusing comedy-fantasy—Buena Vista  
SLEEPING BEAUTY, THE—CAR-75m.—(TE70; TC)—Walt Disney—4556 (1-28-59)—Another Disney cartoon treat—Buena Vista  
SOUTH SEAS ADVENTURE—DOC-120m.—(Cinerama; TC)—Produced by Carl Dudley—4495 (7-23-58)—Latest in travelogue series is highly interesting—SW-Cinerama  
TIA JUANA AFTER MIDNIGHT—BUR-58m.—Rita Ravel—4551 (1-14-59)—Average burlesque film—Alan Trading  
TONKA—W-97m.—(TC)—Sal Mineo, Philip Carey—4548 (12-24-58)—Indian yarn should appeal to youngsters—Buena Vista  
UNCLE TOM'S CABIN—MD-93m.—(RE)—Narrated by Raymond Massey—4539 (11-26-58)—Modernized release has possibilities—Colorama  
WHITE WILDERNESS—DOC-73m.—(TC)—Written and directed by Winston Hibler—4485 (7-9-58)—Very good "True Life Adventure"—Buena Vista  
YHO, THE SORCERER'S VILLAGE—DOC-70m.—(C)—Captain Hassold David—4491 (7-9-58)—Interesting visit to little known African spots—Film Rep.

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# **FEATURE FILMS** **PRODUCTION NUMBERS and** **NATIONAL RELEASE DATES** **1958-'59 SEASON**

(This is a listing of all production numbers and release dates, as made available by the companies on 1958-'59 product, accurate to time of publication—Ed.)

NOTE: This listing is carried in every Second Edition of the Servisection—alternating with "The Shorts Parade," which is a complete listing of all Shorts. See: "The Shorts Parade"—Next Issue.

## Allied Artists

5810	Natchez Trail.....	Sept.
5813	Joy Ride.....	Oct.
5822	Unwed Mother.....	Oct.
5826	Queen Of Outer Space.....	Sept.
5831	Legion Of The Doomed.....	Sept.
5836	Wolf Larsen.....	Oct.
5837	Revolt In The Big House.....	Nov.
5839	Johnny Rocco.....	Dec.
5901	House on Haunted Hill.....	Jan.
5902	The Cosmic Man.....	Jan.
5903	The Giant Behemoth.....	Feb.
5904	Arson For Hire.....	Feb.
5905	Al Capone.....	Mar.
5907	Battle Flame.....	April
5909	The Rebel Set.....	May
5910	Speed Crazy.....	May
5911	King of the Wild Stallions.....	June
5913	Beyond This Place.....	June
	The Big Circus.....	July
	Surrender Hell.....	July
	The Bat.....	Aug.
	Face of Fire.....	Aug.

## Columbia

307	Tank Force.....	Aug.
308	The Snorkel.....	July
309	Buchanan Rides Alone.....	Aug.
310	Me and The Colonel.....	Oct.
311	The Whole Truth.....	Sept.
312	She Played With Fire.....	Sept.
313	Ghost Of The China Sea.....	Sept.
314	Apache Territory.....	Oct.
315	Kill Her Gently.....	Oct.
316	The Last Hurrah.....	Nov.
317	Murder Reported.....	Nov.
318	Tarawa Beachhead.....	Nov.
319	Bell, Book and Candle.....	Jan.
320	The Seventh Voyage Of Sinbad.....	Dec.
321	The Man Inside.....	Dec.
322	Murder By Contract.....	Dec.
323	Good Day For A Hanging.....	Jan.
324	Senior Prom.....	Jan.
325	Last Blitzkrieg.....	Jan.
326	Ride Lonesome.....	Feb.
327	Gideon of Scotland Yard.....	Feb.
328	City of Fear.....	Feb.
329	Two-Headed Spy.....	Mar.
330	Forbidden Island.....	Mar.
331	Gunman From Laredo.....	Mar.
	On The Waterfront—RE.....	April
	The Bandit of Zhobe.....	April
	The Caine Mutiny—RE.....	April
	Gidget.....	April
334	Juke Box Rhythm.....	April
	Face Of A Fugitive.....	May
	Gilda—RE.....	May
	Hey Boy, Hey Girl.....	May
	Man In The Saddle—RE.....	May
	Santa Fe—RE.....	May
	The Young Land.....	May
	Verboten.....	June
	It Happened to Jane.....	June
	The H-Man.....	June
	Idol On Parade.....	June
	The Woman Eater.....	June
	Middle of the Night.....	July
	Anatomy of A Murder.....	July
	Legend of Tom Dooley.....	July
	30 Ft. Bride of Candy Rock.....	July

## MGM

901	Cat On A Hot Tin Roof.....	Sept.
902	Dunkirk.....	Sept.
903	The Decks Ran Red.....	Oct.
904	Torpedo Run.....	Oct.
905	Party Girl.....	Nov.
906	Tunnel Of Love.....	Nov.
825	Gigli.....	Dec.
907	Tom Thumb.....	Dec.
908	Some Came Running.....	Jan.
909	The Doctor's Dilemma.....	Jan.
910	The Journey.....	Feb.
911	Night of the Quarter Moon.....	Feb.
912	The Mating Game.....	Mar.
913	Nowhere to Go.....	Mar.
914	Green Mansions.....	April
915	First Man Into Space.....	Feb.
916	Ask Any Girl.....	June
917	The World, the Flesh and the Devil.....	May
918	Watusi.....	May
919	Count Your Blessings.....	April
920	The Mysterians.....	June
921	The Angry Hills.....	June
922	North by Northwest.....	July
923	The Beat Generation.....	July
924	Tarzan the Ape Man.....	Aug.
925	For the First Time.....	Sept.
	The Big Operator.....	Sept.
	The Scapegoat.....	Sept.

## Paramount

5801	The Blob.....	Oct.
5802	I Married A Monster From Outer Space.....	Oct.
5803	The Party Crashers.....	Sept.
5804	As Young As We Are.....	Sept.
5805	When Hell Broke Loose.....	Nov.
5806	Houseboat.....	Nov.
5807	The Hot Angel.....	Dec.
5808	The Gelsha Boy.....	Dec.
5809	The Buccaneer.....	Jan.
5810	Tokyo After Dark.....	Jan.
5811	The Trap.....	Feb.
5812	Young Captives.....	Feb.
5813	The Black Orchid.....	Mar.
5814	Tempest.....	Mar.
R5815	A Place In the Sun—Re.....	Feb.
R5816	Stalag 17—Re.....	Feb.
5817	Thunder in the Sun.....	May
5818	The Hangman.....	June
R5819	Shane—RE.....	April
5820	Don't Give Up The Ship.....	July
5821	Last Train From Gun Hill.....	July
5822	But Not For Me.....	Oct.
5823	The Five Pennies.....	Aug.
	The Man Who Could Cheat Death.....	Sept.
	Tarzan's Greatest Adventure.....	Sept.

## 20th-Fox

832	Harry Black and The Tiger.....	Sept.
833	The Hunters.....	Sept.
834	Villa.....	Oct.
835	The Barbarian and The Gelsha.....	Oct.
836	Thundering Jets.....	Nov.
837	In Love and War.....	Nov.
839	Mardi Gras.....	Nov.
841	A Nice Little Bank That Should Be Robbed.....	Dec.
842	Roots Of Heaven.....	Dec.
843	Frontier Gun.....	Dec.
864	The Mark Of Zorro (Reissue).....	Nov.
901	The Inn Of The Sixth Happiness.....	Dec.
902	The Sheriff of Fractured Jaw.....	Jan.
903	Smiley Gets A Gun.....	Jan.
904	Rally Round The Flag Boys.....	Jan.
905	I, Mobster.....	Feb.
906	These Thousand Hills.....	Feb.
907	Intent to Kill.....	Feb.
908	Alaska Passage.....	Feb.
909	The Remarkable Mr. Pennypacker.....	Feb.
910	The Sound and the Fury.....	Mar.
911	Lone Texan.....	Mar.
912	The Sad Horse.....	May
913	Little Savage.....	May
914	Warlock.....	April
915	Compulsion.....	April
917	Woman Obsessed.....	May
918	Say One For Me.....	June
919	The Man Who Understood Women.....	June
920	Here Come the Jets.....	June
921	The Son Of Robin Hood.....	July
922	South Pacific.....	July
	Holiday For Lovers.....	July
	The Diary of Anne Frank.....	Aug.
	Blue Denim.....	Aug.
	A Private's Affair.....	Aug.
	The Return of the Fly.....	Aug.
	Alligator People.....	Aug.

## United Artists

The Defiant Ones.....	Sept.
Gun Runners.....	Sept.
Terror In A Texas Town.....	Sept.
Cop Hater.....	Sept.
Big Country.....	Oct.
Man Of The West.....	Oct.
Fearmakers.....	Oct.
Menace In The Night.....	Oct.
Hong Kong Confidential.....	Oct.
I Want To Live.....	Jan.
The Muggers.....	Nov.
Ten Days To Tulsa.....	Nov.
Lost Missile.....	Dec.
Machete.....	Dec.
Horse's Mouth.....	Jan.
Guns, Girls and Gangsters.....	Jan.
Escort West.....	Jan.
The Last Mile.....	Jan.
Separate Tables.....	Feb.
Anna Lucasta.....	Feb.
The Great St. Louis Bank Robbery.....	Feb.
Lonley Hearts.....	Mar.
Mustang.....	Mar.
Naked Maja.....	April
Some Like It Hot.....	April
Alias Jesse James.....	April
Riot In Juvenile Prison.....	April
Ten Seconds To Hell.....	April
The Man In The Net.....	May
Gunfight At Dodge City.....	May
Pork Chop Hill.....	May
The Rabbit Trap.....	June
The Invisible Invaders.....	June
Four Skulls of Jonathan Drake.....	June
Hound Of The Baskervilles.....	June
Shake Hands With The Devil.....	June
The Horse Soldiers.....	July
Day Of The Outlaw.....	July
Timbuktu.....	July
A Hole In The Head.....	July
The Wonderful Country.....	Aug.
Cry Tough.....	Aug.

## Universal

5901	Blood Of The Vampire.....	Nov.
5902	Monster On The Campus.....	Nov.
5903	The Light Touch.....	Nov.
5904	Bend Of The River (Reissue).....	Nov.
5905	The World In His Arms (Reissue).....	Dec.
5906	The Restless Years.....	Dec.
5907	Appointment With A Shadow.....	Dec.
5908	The Mark Of The Hawk.....	Dec.
5909	Mississippi Gambler (Reissue).....	Dec.
5910	Up Front (Reissue).....	Dec.
5911	The Perfect Furlough.....	Jan.
5912	The Silent Enemy.....	Jan.
5913	Money, Women and Guns.....	Jan.
5914	A Stranger In My Arms.....	Feb.
5915	No Name On the Bullet.....	Feb.
5916	Never Steal Anything Small.....	April
5917	Step Down to Terror.....	Mar.
5918	Imitation of Life.....	Mar.
5919	The Wild And The Innocent.....	May
5920	Floods Of Fear.....	May
5921	Johnny Dark—RE.....	May
5922	Man Without A Star—RE.....	May
5923	The Mummy.....	June
5924	Curse Of The Undead.....	June
5925	This Earth Is Mine.....	July
	Born To Be Loved.....	July

## Warners

801	Wind Across The Everglades.....	Sept.
802	Damn Yankees.....	Sept.
803	The Old Man and The Sea.....	Oct.
804	Onionhead.....	Oct.
805	From The Earth To The Moon.....	Nov.
806	Enchanted Island.....	Nov.
807	Home Before Dark.....	Nov.
808	Auntie Mame.....	Dec.
809	Up Periscope.....	Jan.
810	The Hanging Tree.....	Feb.
811	Helen of Troy—RE.....	Mar.
812	Land of the Pharaohs—RE.....	Mar.
813	Rio Bravo.....	April
814	A Star Is Born—RE.....	April
815	Westbound.....	April
816	Born Reckless.....	May
817	Island of Lost Women.....	May
818	The Young Philadelphians.....	June
819	Gigantis, The Fire Monster.....	June
820	Teenagers From Outer Space.....	June
821	The Nun's Story.....	July
822	Hercules.....	July
823	John Paul Jones.....	Aug.



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Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders, and replies to box numbers should be addressed to: Motion Picture Exhibitor, 246 North Clarion St., Phila. 7, Pa. (Help and Situations Wanted advertising not accepted. See "A-Man" CORNER on this page.)

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246 N. Clarion St., Phila. 7, Pa.

# The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you\* are looking for a job . . . or IF you\* are looking for a man . . . just describe your needs in 25 words or less and send to "The A-Man Corner." Add your name and address. Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown an original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

\*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

5 TIME WINNER MPE awards wants to stay in show biz: Honest, sober, reliable, healthy, 3 small children. 7 hard years manager experience—need decent living wage (\$100 week) with moving expenses. Prefer booking dept. Excellent references. Now in Conn., willing to move. 31 years old, 5'6", 136 lbs. Excels in exploitation. BOX A610, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

THEATRE MANAGER, over 20 years experience. Highly qualified. Family man, sober, honest, for first run operation in or near Philadelphia. Thorough knowledge of advertising, publicity, exploitation, buying and booking. References can be furnished. BOX C617, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

MANAGER—now in N.Y.S.—prefer to relocate to area where people like movies; small city; town family theatre; 17 years exp. all phases, incl. D.I. Can operate, book, buy, exploit. Sho-card, display adv. art layouts. Prefer theatre where owner takes pride in plant but cannot devote full time. Avail. July 1st. BOX A617, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

EXPERIENCED OPERATOR and Maintenance Man with Penna. state license, married with family. Will relocate anywhere but prefer Penna. No reasonable offer refused. Write BOX A624, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

DRIVE-IN THEATRE MANAGER and concession manager—wife want drive-in theatre and/or restaurant in deep South after Labor Day. Our ages 54 and 47 with teen age girl and boy. BOX B610, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

MANAGER with major British circuit 23 years of age—4 years experience seeks full or assistant managerial post. GRAHAM, Pump House, Berrow, Malvern, England. (617)

GENUINE CLASS AA SHOWMAN available. Many years experience first run deluxers. Prefer manager's position independent circuit and/or Executive Assistant to President. BOX B617, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

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{ Motion Picture Exhibitor  
246 North Clarion St., Phila. 7, Pa.



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5th week!

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**Ontario  
WASHINGTON**  
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8th week!

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MOTION PICTURE

# EXHIBITOR

JULY 1, 1959

Volume 62

Number 8

IN THREE SECTIONS • THIS IS SECTION ONE

*Plus...*

**SHOWMEN'S  
TRADE REVIEW**

Founded in 1933 by  
CHARLES E. "Chick" LEWIS

# A B C

## VENDING CORPORATION

*35th Anniversary  
Issue*



A  
*Custom Styled  
Service . . . to Fit  
ANY Location!*

## Penna. Senate Passes Censor Bill

(See Page 6)

## Business Building Booms In Detroit

(See Page 7)

**editorial:** About Drive-In Admission Charges . . . (See Page 3)



The 4th of July\* means more this year  
because of

20th's

# HOLIDAY FOR LOVERS



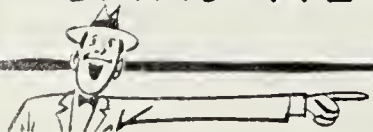
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\*start the celebration early... set your HOLIDAY date now!



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VOLUME 62 • NO. 8

JULY 1, 1959

## ABC'S 35th ANNIVERSARY

THERE WAS an old saying that the four square feet occupied by each theatre vending machine had a higher rate of financial return than any similar area in the entire building. As vending machines gave place to larger personally attended stands, the returns increased in about the same proportion. So many an honest buck made in theatre operation could give praise to the machine, to the stand, or to a balanced combination of both.

In the more current era of large free-wheeling drive-ins, the confection stand, often embracing the food handling facilities of a large cafeteria, was once again an important source of theatre income. Catering to the voracious appetites of the younger children and of the teen-agers, the confection stand helped to pay off many a bank loan.

Elsewhere in this issue, there is a very serious and serviceable section devoted to the ABC VENDING CORPORATION. This unquestioned leader in all types of feeding,

whether stadia, airports, industrial plants, race tracks, or theatres, chose a combination of MOTION PICTURE EXHIBITOR and Boxoffice Magazine in order to insure the maximum all-time Audit Bureau of Circulations audited coverage of the theatre industry in the U.S.A. Never before has such a collaborated effort been effected in the motion picture trade press. But never before has such a service company, doing an annual gross of about \$65,000,000 in nickels, dimes, quarters and half-dollars, celebrated a 35th birthday.

Leadership in thinking usually goes hand in hand with leadership in action. Here at MOTION PICTURE EXHIBITOR we are proud to have been selected as one of the "best two," and one of the "necessary two," by this independent industry leader.

A leader doesn't blindly "buy" platitudes!

## ABOUT DRIVE-IN ADMISSION CHARGES

THERE SEEMS to have been a lot of sloppy thinking on the subject of "children-under-12," whether free or paid.

As a general term it covers *all* children, from the new-born infant through the toddlers of 18 months, two, three, or even five years old, who are not potential patrons. It also covers the school-aged kids who have spending money, who can be entertained by modern movies, and who rightly constitute prospective movie patrons, whether at conventional or drive-in theatres. So it is obviously too general a term on which to base a pricing policy.

In the early days of drive-in theatres, a fringe endeavor playing subsequent and often last-run films, and fighting for a toe-hold in the entertainment world, it was considered a good advertisement to pick 12 years as the line between free and charge. No thought seems to have been given to the fact that at 13, 14, 15, and even 16 and 17 in some states, those same children couldn't operate an automobile, any more legally than the under-12s, so if they were to get there at all they had to be driven by an adult. But "children-under-12-free" was the rule-of-thumb, and it has lived on for 18 years or more, during which time some 5,000 drive-in theatres have at times graduated into the seasonal first-runs in their areas.

In fairness to our industry, and in fairness to our patrons,

shouldn't some entirely new thinking be applied? Shouldn't this term be now changed to "pre-school children FREE"?

Isn't "school-age" the real line between the toddlers, who come to a drive-in theatre to jabber a while and then go to sleep in the back seat, and the six to 12 year olds, who can enjoy the entertainment just as much as the other sub-teens? And, while we're on the subject, why shouldn't the new juvenile price apply from the six year minimum to the driving license age of the particular state? Isn't it that driving license that controls drive-in attendance? And driving license age is the logical line that can be explained to the public.

But, if we are going to charge for children, let's not do it as a price gouge on specific pictures that will build public resentment. Let's do it as an industry. And let's do it with logic, reason, and an advance explanation to the public.

Several years ago, in commenting on dollar-a-car and other "bushelbasket" admission policies, this department went on record as favoring an admission charge for each and every individual admitted. We still believe this to be both good sense and good business—with the single exception being "pre-school children"—in drive-ins where they can't annoy surrounding adults!

And the man who runs the theatre should set the price.

## A HOT TIME IN THE OLD TOWN

FROM DUBLIN comes word of the enormously successful premiere of United Artists' "SHAKE HANDS WITH THE DEVIL," engineered by our own London editor, Jock MacGregor. For the first time in history, to the best of our knowledge, a "Starlift" of some 58 friendly stars, artists, columnists, photographers, TV cameramen, etc., all in evening dress, flew from London and flew back in time for a reasonable bedtime after seeing the film, appearing on stage, meeting the President of Ireland, and having a party. Dublin and London, New York and Hollywood, are agog over this jet age party that allowed people living in one national capital

to enjoy themselves in another national capital for a full evening, and still get to the office the following morning.

From Jock we have the dope that the cost was about the same as a half page ad in a London evening paper. But, according to industry research, it garnered about \$80,000 worth of free editorial space and TV coverage in Britain alone. So its producers, Marlon Brando, George Glass and Walter Seltzer, have invited Jock to sit on their board of directors.

A nice job—and a well earned reward!

Let's hope it results in more strong films.



# Letters . . .

**UNSOLICITED** • The letters from readers which appear on this page are not solicited. MOTION PICTURE EXHIBITOR does not suggest questions to readers in order to provide a flow of letters.

## From DECATUR, IND.

Your editorial "THE PLIGHT OF THE SMALL TOWN SHOWMAN" (May 27 issue) is much appreciated by little guys like myself. However, the distributors are not interested in our survival, but would actually like to see 10,000 of us close. When several years ago the distributors vetoed the COMPO plan to appropriate money to fight Toll-TV, that was the tip-off. With 85 per cent of their revenue coming from approximately 5,000 key runs, they can recoup the remaining 15 per cent within a few months following the national release, either through Toll-TV, or through outright sale to Free-TV.

Selling costs, with the elimination of salesmen, exchange employees, and prints, would be drastically reduced, and the total gross would be as large or perhaps larger. Furthermore, all of this would go a long way toward eliminating and destroying that militant, tenacious, and distributor-annoying exhibitor organization, National Allied.

This program, a part of which is conscienceless and ruthless sales practices, is now in operation, and the demise of the little fellow is, I'm afraid, just a matter of time.

ROY L. KALVER  
Kalver Theatres

*EDITOR'S NOTE: This is pretty grim reasoning, Mr. Kalver, and we don't doubt that some distribution executives could be so ruthless. But we can't feel that the great mass of distributors could be so callous in their plans for both their employees and their customers.*

## From TORONTO, CAN.

Providing they are still available, we would appreciate getting from you two additional copies of "THE SLIDING SCALE METHOD of arriving at A FAIR FILM PRICING FORMULA".

Many of our exhibitor customers have accepted with pleasure the suggested scales as compiled by your MOTION PICTURE EXHIBITOR.

I. H. ALLEN  
Astral Films, Ltd.

*EDITOR'S NOTE: Two copies have been sent. During the past 60 days we have received many more letters of approval for this service than it has been possible to acknowledge. We would like to take advantage of this opportunity to thank one and all of those who wrote.*

## From ALLENTOWN, PA.

The Palace Theatre, Topton, Pa., is being closed down as of May 31. It is a shame that the film companies still insist on "national policy" prices and length of playing time from theatres like this one, which has operated on only one change a week for the past year, and on only part time for the two previous years.

Every time a small town theatre closes it is another nail head in the industry's coffin, but the almighty sales moguls refuse to recognize the causes that they themselves create. Your

editorials have been telling them for years, but they still hide their heads in the sand.

I am still one who believes in having my books audited and in laying my cards face up on the table so that I can get a fair sliding scale. But nowadays that doesn't seem to be enough.

MAX M. KORR  
Max M. Korr Enterprises

*EDITOR'S NOTE: Not a big grosser, but we'll bet it did represent \$1000 to \$2000 in annual film rental revenue. Every one that closes shrinks our potential national gross.*

## From CINCINNATI, O.

It is hard to leave an industry after 43 years—the last 24 with Warner Brothers as a salesman covering the Columbus territory. However, I will continue to subscribe to the good old MOTION PICTURE EXHIBITOR which will keep me in touch with my old love.

ROBERT J. BURNS  
Penker Construction Co.

*EDITOR'S NOTE: And it will be our pleasure to keep you in touch. Good luck to you Bob, from your many friends.*

---

There are SEPARATE, SAVEABLE,  
THEATRE-WISE REVIEWS . . . on  
11 FEATURE PICTURES  
featured in this issue!

---

## From NEW YORK, N.Y.

I can't begin to thank you for your kindness to me, and both myself and my family are very proud of my listing among the industry's MEN OF DISTINCTION on your front cover.

JOSEPH E. LEVINE  
Embassy Pictures Corp.

*EDITOR'S NOTE: Any man who can control "ATTILLA" and "HERCULES" in succeeding years, deserves it.*

## From VICTORVILLE, (Quebec) CAN.

Having read in your May 13 issue (page PE 10) about the camera and slide stunt, I would like to get more information from the Polaroid people regarding same. How and where do I buy? What is the price of the emulsion hardening solution? Of the plastic mount? Please have them contact me.

U. S. ALLAIRE, Proprietor  
Theatre Victoria

*EDITOR'S NOTE: There has been a great deal of interest in this. We are interested in any actual theatre experiences that result.*

## From SMOOTH ROCK FALLS, (ONT.) CAN.

MOTION PICTURE EXHIBITOR is much appreciated in all departments.

M. QUINN, Manager  
Trinity Center Theatre

## From CLINTON, OKLA.

Enclosed you will find a letter and an order form from a financier in Manila who is searching for information he needs in order to build a drive-in theatre there. Also a card from Oklahoma Theatre Supply Company recommending me to you.

The people in Manila are very anxious to put this into effect, for there are no drive-ins there. If you can send me any literature at your disposal I will be more than happy to mail it, for the postage to Manila is extremely high.

JULIE FARMER  
Hi-Fi Record Shop

*EDITOR'S NOTE: A copy of a late issue of THEATRE CATALOG has been dispatched. From the Cumulative Index covering other earlier editions he can decide which others he should have on hand. There is certainly no similar source for design, construction, maintenance, management and equipment knowledge.*

## From BURGETTSTOWN, PA.

Please send me the name and address of the producers of "NAZARIN," a modern version of the life of Christ, that I understand was filmed in a Mexican setting. The director was Luis Bunuel, who won the Cannes Festival best director award in 1952.

DONALD D. MUNGELLO  
Tri-State Drive-In Theatre

*EDITOR'S NOTE: There is nothing in our files. We will inquire in Mexico City.*

## From HARTFORD, CONN.

Please excuse my negligence in not taking care of my subscription renewal sooner. Just to insure that this doesn't happen again, I am enclosing a three year renewal check. This is certainly a small amount for the wealth of information your fine MOTION PICTURE EXHIBITOR supplies. Keep up the good work!

Would it be possible to obtain two binders to save the separate pink review sections?

GERALD HABER, Motion Picture Editor  
Station WTIC-TV

*EDITOR'S NOTE: Thanks! And we do stock 9 x 12 inch three-ring binders for the service of our subscribers. Their cost is \$1.25 delivered to you.*

## From PHILADELPHIA, PA.

I enjoy reading MOTION PICTURE EXHIBITOR more than I do any other trade paper. I feel that you are always trying to stimulate business in all phases of the industry.

Being involved in the business, I happened to drop in at the first-run . . . Theatre here in Philadelphia. It cost me \$1.40 to see "THUNDER IN THE SUN," a new Paramount release in color. The picture was fairly good, so I didn't mind paying the rather high price, but I was bothered no end that I had to look at a print that must have been shown 1,000 times. Throughout the print there were continuous and annoying "rain" lines. This is not the fault of the projectionist, but not replacing such a print in a big first-run house is a disgrace. It is just a knife in the back of the industry, and it is completely uncalled-for.

EDWIN P. JOSEPH, JR.  
Projectionist

*EDITOR'S NOTE: As we understand it, scratches can happen in the show that is being exhibited. Or in the one just ahead. Maybe the print was replaced.*



# NEWS CAPSULES

## BROADWAY GROSSES

### Big Ones Do Big On Broadway

NEW YORK—Grosses continued on the upgrade for the block-busters last week-end. According to usually reliable reports reaching MOTION PICTURE EXHIBITOR, the break-down was as follows:

**"SAY ONE FOR ME"** (20th-Fox). Paramount (\$39,453)\*—The second session was anticipated at \$50,000.

**"THE NUN'S STORY"** (Warners). Radio City Music Hall (\$147,610)—Thursday through Sunday accounted for \$105,000, with the second week sure to top \$180,000. Stage show.

**"THIS EARTH IS MINE"** (U-I). Roxy (\$55,405)—Friday through Sunday reported as \$47,000 with the first week sure of \$69,000. Stage show.

**"THE FIVE PENNIES"** (Paramount). Capitol (\$33,350)—The second week was anticipated at \$60,000.

**"ELEPHANT GUN"** (Lopert). Victoria (\$22,900)—The second week dropped to \$10,000.

**"THE HORSE SOLDIERS"** (UA). Astor (\$25,630)—The opening week was anticipated at \$50,000.

**"THE YOUNG PHILADELPHIANS"** (WB). Criterion reported \$14,000 for the sixth and last week.

**"MIDDLE OF THE NIGHT"** (Columbia). Forum did \$19,000 on the second week.

**"SOME LIKE IT HOT"** (UA). Loew's State claimed \$33,760 for the 13th week with the Sunday of the 14th week hitting \$7,110.

\*Figures in parentheses represent 1958 averages as compiled by MOTION PICTURE EXHIBITOR.

A Quick Summary of All Important Industry News Condensed for the Busy Executive.

FORMS FOR THIS PAGE CLOSED AT 2 P.M. ON MON., JUNE 29

## Distributors Agree On Soviet Pic Plans

NEW YORK—The seven Soviet pictures purchased by American companies under the U.S.-U.S.S.R. film agreement were allocated to the individual U. S. distributing companies at a meeting of the board of directors of the Motion Picture Export Association of America. Eric Johnston, president, presided.

The Soviet pictures were drawn by lot, with the following results: "The Cranes Are Flying," to be distributed by Warner Bros.; "Swan Lake," Columbia; "The Idiot," Twentieth Century-Fox; "Circus Artists," Paramount; "Othello," Universal; "Don Quixote," Metro-Goldwyn-Mayer; "Quiet Flows The Don," United Artists.

The group selected "The Cranes Are Flying" as the first Soviet picture to be shown in the U. S. under the official agreement. The premiere will be held in Washington, perhaps in September.

The Soviet Union has selected "Marty" as the first American picture to be shown in Moscow, under the agreement. The Moscow premiere is expected to be held in late summer or early fall. In addition to "Marty," the Soviet Union has purchased the following U. S. pictures: "The Seventh Voyage Of Sinbad," "Lili," "The Great Caruso," "Rhapsody," "Roman Holiday," "Oklahoma!," "Beneath The Twelve Mile Reef," "The Man Of A Thousand Faces," and "The Old Man And The Sea."

As provided in the agreement, two or three American will go to Moscow for the premiere there and two or three Soviet film personalities will attend the Washington premiere.

## FILM FAMILY ALBUM



The above photo was received from our staff correspondent in Tatitlek, Alaska, but the identifying caption was lost in the Arctic waste. Despite the handsome fur coat, we recognize the fellow lying down as William Heineman, United Artists vice-president. We suppose the gentleman with the rifle is his faithful Eskimo guide.

## Gold Bands

Judith Ann Sudmin, daughter of Mr. and Mrs. Morris Sudmin, was married to Peter David Kaplan in Beverly Hills, Cal. Sudmin is 20th-Fox branch manager in Los Angeles.

Susan Silverstone, daughter of 20th-Fox International Corporation president Murray Silverstone, was married to Stanley Paul Darer at the Silverstone residence in Scarsdale, N. Y.

## Obituaries

Violet Finlay Grant, 71, wife of the late Ken Finlay, Sr., theatre owner in North Carolina and Virginia, died recently following a heart attack. She is survived by a son, and a granddaughter, of Texas City, Texas, where the son manages Long Theatres' Texas.

Lester Lees, 36, director of sales and sales promotion for United Artists Records, died in Long Island Jewish Hospital following treatment of a heart condition. He was a 15-year veteran of virtually every phase of the music industry. He is survived by his wife, two daughters, his mother and a sister.

John F. O'Connor, 64, veteran Chicago projectionist who had been on retirement, died leaving his wife, a son and daughter.

Caroline Phillips, wife of Harry Phillips, head, Ace Seating and Upholstering Company, Chicago, died last fortnight.

Arch Selwyn, 82, co-founder of the Goldwyn Pictures Corporation, died June 21 in Hollywood. Selwyn, his brother Edgar and Sam Goldwyn founded the company that was sold to Metro-Goldwyn-Mayer in 1916. He is survived by a son and two daughters.

Joseph Trosch, 79, retired projectionist, died recently at county hospital, Milwaukee, Wisc. He was a projectionist for 35 years and is survived by his wife, two daughters, a son, and a brother.

George L. Tucker, 57, formerly associated with Interstate Theatres for 25 years, 17 of them as manager of the Albuquerque, N. M., office, died in Denver, Colo., following a heart attack. He had been manager of the Denver office of Frontier Pictures, Inc.

## FATHER AND SON



A father with three reasons to be proud is Filmack Trailer Company's president, Irving Mack. He's shown here with his three sons (left to right) Bernie, vice-president in charge of television sales; Don, vice-president and head of the Filmack New York operation; and Joe, vice-president in charge of production.



# Penna. Senate Passes Censor Bill

## Measure Sent To House Calls For Three-Man Board With Power To Censor After Showings

HARRISBURG — The State Senate, after lengthy debate and an unsuccessful attempt to write in amendments, passed a bill that would restore movie censorship to Pennsylvania.

The measure was approved 47-3 and sent to the House after Sen. Harry E. Seyler (D-York) led a futile effort to have it amended or dropped altogether.

Under the plan, a State Board of Motion Picture Control would be set up with three members appointed by the governor. The bill makes an appropriation of \$75,000.

Pennsylvania's old system of censoring motion pictures was ruled unconstitutional by the State Supreme Court. Sponsors of the new legislation say it circumvents the high court's objections.

Noting the court's action, Sen. Seyler told the Senate: "Since the dropping of the censorship bill, in this state and every other state, figures indicate we have not suffered any great loss of morality or any great increase in crime." He added there was "apparently no relationship between the incidence of crime and censorship."

Under the measure, all sellers, lessors, and exhibitors would be required to register and pay registration fees. They also would have to notify the board 48 hours before the showing of any new film.

The board would have the authority to declare a film "unsuitable for children" if it felt the film was obscene or would incite to riot. Excluded from the board's authority would be films for educational, charitable, fraternal, or religious purposes.

Sen. Seyler failed in efforts to amend the bill to exempt non commercial showings of films 16 millimeters wide or smaller. He objected that the measure, as written, would apply to films shown by Boy Scouts, Girl Scouts, veterans' organizations, government, chambers of commerce, and other civic and community groups.

He also asked whether the act would apply to movies shown on television. In the event it didn't, he said, "We should seriously consider whether we want to take sides with one industry and help drive another out of business."

Sen. Hugh J. McMnamin (D-Lackawanna), one of the sponsors, and Sen. James S. Berger, Republican floor leader, disputed Seyler's claim that the legislation would affect films shown by Boy Scouts and other organizations.

McMnamin quoted letters he received from private individuals and organizations supporting creation of the new board.

## ITOA Rap Release Policies

NEW YORK—A resolution objecting to releasing patterns employed for Paramount's "Ten Commandments" and United Artists' "Around the World in 80 Days" has been passed by the Independent Theatre Owners Association. The resolution brands the releasing patterns discriminatory and harmful to the industry and authorizes officers of the Association to take any steps they deem expedient to prevent their recurrence.

## NT Buys Pa. Cable Firm; May Lead To Pay-TV Activity

HOLLYWOOD—Pay TV operations in the eastern U.S. took another step toward reality with the announcement that National Theatres, Inc., had completed its purchase of the Williamsport TV Cable Company, Williamsport, Penna. NT recently merged with National Telefilm Associates, Inc., in steps to realize their announced intention to enter the toll TV field.

The Williamsport system, which serves 8,500 of the 15,000 homes in the city, is described as being one of the largest in the country. NT has the physical advantage over the Canadian Famous Players toll TV network in that its cable is already down. No changes in management were announced. The possibility that the action is a prelude to pay-TV operations was not confirmed or denied by NT.

## Kahane Heads Academy

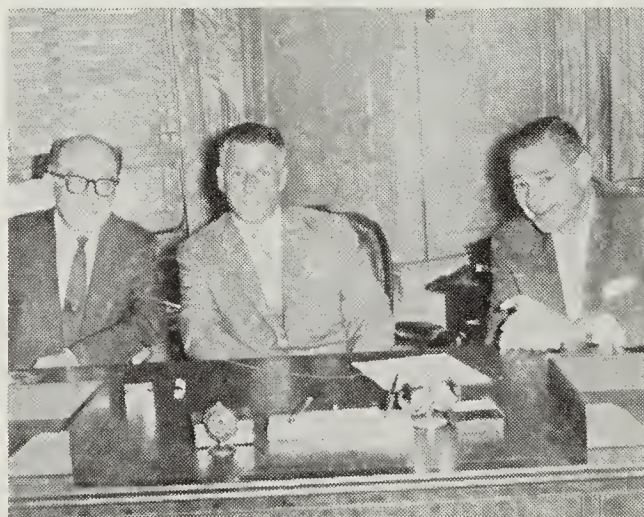
HOLLYWOOD—B. B. Kahane was elected to the presidency of the Academy of Motion Picture Arts and Sciences recently. Other officers elected by the board of governors were Robert Ryan, first vice-president; Samuel G. Engel, second vice-president; Hal Elias, secretary; Perry Lieber, assistant secretary; Fred Metzler, treasurer; and Jacob H. Karp, assistant treasurer. Elias, Metzler, and Karp were reelected to posts they held last year.

Kahane succeeds George Stevens, who served as president. Stevens will continue as a member of the board of governors in his capacity as an elected representative of the Academy's directors branch.

## Toronto Added To "Beach" Bow

NEW YORK — Toronto has been added as a 23rd city for the Dec. 17 simultaneous world premieres of Stanley Kramer's "On the Beach."

Addition makes a total of 23 cities in 20 countries on six continents where the United Artists' release will premiere on the same date. The United States is represented by four cities, Chicago, Los Angeles, New York and Washington, D. C.



Producer-director Stanley Kramer (center) is shown at a meeting with United Artists vice-presidents Max E. Youngstein (left) and Arnold M. Picker after which it was announced that his production, "On The Beach," will premiere simultaneously in at least 22 major cities of the world Dec. 17.

## Are Drive-In Screens Pa. Highway Hazards?

HARRISBURG — Pennsylvania's legislators probably will get a chance to test their oratory on whether or not Brigitte Bardot or, for that matter, any of the idols of the screen, constitute a highway hazard.

The House Municipal Corporations Committee is nearing a decision on a bill proposing to regulate outdoor movies, including, among other things, their movie screens' location in regard to nearby highways.

Committee chairman Julian Polaski (D-Erie) said: "I think the bill has merit. I think its chances are good for passage in the committee and the full House."

The principal feature of the legislation is a provision forbidding screens to be visible from a public road.

"Think of it in terms of a safety measure," Polaski said. "For instance, on my way home (from Harrisburg to Erie) there's a very dangerous curve crossing a railroad track. Right in the middle of the curve, facing the highway, is an outdoor movie screen. That could be a very dangerous distraction."

O. K. (Mike) Shipley, director of the State's Bureau of Highway Safety, was cautious in his appraisal.

"We have no evidence where the screen itself—facing the highway—has caused any accidents," he commented. "I guess if the screen is so located that it could take a driver's eyes off the roadway, it would be hazardous. I would want to make a further study before I commit myself."

One of the points holding up committee approval of the bill is its application to existing drive-in theatres. Polaski said this point is still under study. Possibly it would be within the state's police powers to order existing drive-ins to conform in the interest of public safety.

A Harrisburg outdoor movie owner, however, said any attempts to force him to relocate his screen "would be disastrous."

"My screen cost \$32,000," said Thomas M. Kerrigan. "The concrete and reinforcing itself was \$18,000. The cost of relocation also would be affected by the contours of the ground and changing the projection booth. I'm certain it would cost me in excess of \$100,000."

## Allied To Meet In Miami

MILWAUKEE—National Allied's 1959 combined drive-in—indoor convention will be held in the fabulous Eden Roc Hotel, Miami Beach, Fla., on Dec. 7-9. All of the facilities of the Eden Roc are being made available to Allied members exclusively during this three-day affair.

Ben Marcus, general chairman, has appointed the following co-chairmen: Edward E. Johnson, president of Wisconsin Allied, as co-chairman in charge of advertising and exhibits, and Sid Goldberg, Wisconsin Allied's national director, as co-chairman in charge of attendance and registration.

## Lippert Heads Board

HOLLYWOOD — Robert L. Lippert, Sr., prominent motion picture producer and theatre executive, has been elected chairman of the board of ElectroVision Corporation, in addition to his already designated responsibilities as secretary-treasurer, it was announced last week by Edwin F. Zabel, president.



## Two Big Premieres Excite Chi, Detroit

CHICAGO—MGM and Balaban and Katz have set plans for the world premiere of Alfred Hitchcock's "North By Northwest" at the United Artists Theatre today (July 1).

Hitchcock plans to attend the opening which will cap a vigorous campaign that began last September when much of the film was made here on location.

MGM's field press representative in Chicago, Norman Pyle, and John L. John, of MGM's home office on special assignment for the premiere, coordinated plans with Balaban and Katz publicity and advertising executives. They worked closely on all phases of the campaign which was recently reviewed in meetings here with Clark Ramsey, MGM studio; Emery Austin, MGM home office; David Wallterstin, president, B and K; Nate Platt, assistant to the president; Edward Sequin, advertising director; and Abe Platt, district manager.

Another premiere will take place the same day in Detroit with the bow of Columbia's "Anatomy Of A Murder" at the United Artists Theatre.

This film, first to be designated as "Michigan's Product Of The Year," was to be the focal point of the week-long "International Freedom Festival." The opening will be in the nature of a benefit for the establishing and maintaining of an information center for the Greater Detroit Chapter of the American Association for the United Nations.

Producer Otto Preminger, Lee Remick, Arthur O'Connell, and George C. Scott were to be on hand with a luncheon, TV appearances, a parade, and other features planned in addition to the kleig and searchlights premiere.

## Hoff To Head Stock Sales Effort By Motion Picture Investors, Inc.

OMAHA—An intensive stock sales effort was launched last week by the board of directors of Motion Picture Investors, Inc., to dispose of \$2,000,000 worth of MPI stock to all those with an interest in the motion picture theatre and related fields.

J. Robert Hoff, president, The Ballantyne Company of Omaha, will take a six months leave of absence from Ballantyne to head up the sales organization, initially as midwest regional sales manager.

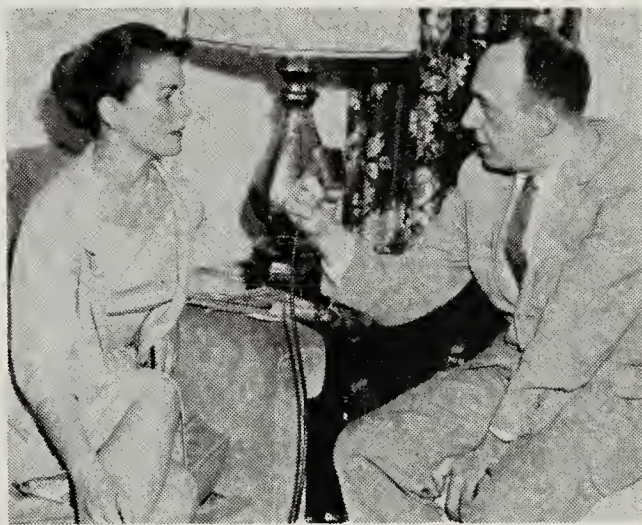
MPI founder and president Howard E. Jameyson, who made the announcement said, "We are most fortunate in persuading Bob Hoff to handle our initial sales organization. He has the leadership abilities and knowledge of the industry necessary to acquaint theatre men with the enormous potential of what a healthy, growing MPI can do to influence the policies of the production companies."

Present MPI plans call for sales and organizational efforts spreading outward from the company home offices at Kansas City. Hoff said this means that in the next three months, efforts will be concentrated in the middle west, although it does not preclude eastern and far western meetings with theatre owners.

Hoff will appoint resident sales managers in each film trade area throughout the country. In addition to sales, these managers will also represent the company in other capacities such as proxy gathering in their district.

MPI was formed April 30, 1958, by a group

## Business Building No Idle Dream; Detroit Airwaves Full Of Film News



Lee Remick, star, Columbia's "Anatomy Of A Murder," recently visited Philadelphia in advance of the picture's local showing at the Randolph. She is shown being interviewed by Bob Laurence, radio station WIP, at the Warwick Hotel.

### USIA Budget Approved

WASHINGTON — The Senate approved appropriations for the USIA, last week, after tacking on an additional \$500,000 for the Informational Media Guarantee Fund and \$200,000 to the general operating account. The amount approved by the Senate was \$4,354,700 beneath the White House request.

Budget request for the IMG was \$3.5 million. The House cut that to \$2.5 million. The Senate added half a million. According to the Senate report used for discussion of the bill, this amount will make possible a monetary conversion guarantee program of \$9.1 million.

of industry leaders who include Robert S. Ballantyne, chairman of the board, Ballantyne Company; Jack D. Braunagel, president, Hope Enterprises, Inc., and Helena Theatres, Inc.; H. J. Griffith, president, Frontier Theatres, Inc.; L. J. Kimbriel, manager, Missouri Theatre Supply Company; Beverly Miller, drive-in theatre owner; Richard H. Orear, executive vice-president, Commonwealth Theatres, Inc.; Clifford E. Parker, vice-president, Alexander Film Co.; Walter Reade, Jr., president, Walter Reade, Inc.; Clark S. Rhoden, realtor; Ben Shlyen, publisher; Philip Smith, president, Midwest Drive-In Theatres, Inc.; and Byron Spencer, partner, Spencer, Fane, Britt and Browne.

The initial investors subscribed more than \$100,000 and have since received a 15 per cent stock dividend. No solicitation efforts for additional stock sales have been made since early in 1958.

MPI president Jameyson also said at the Kansas City meeting that MPI had moved slowly in order to organize soundly and surely. He said, "We have now crossed all the legal hurdles. A full stock prospectus is now available and with Hoff's appointment we are ready to move rapidly to expand the organization."

It is expected that the sales campaign will be initiated in Kansas City with the Oklahoma City, Dallas, Omaha, and Des Moines areas to follow during the summer and early fall period.

DETROIT-MOTION PICTURE EXHIBITOR of June 10 predicted the exhibitor group here known as the Metropolitan Exhibitors of Detroit would lift itself by its work-straps, be in action by July 1, and persuade distributors to match the \$50,000 it had raised for a six month business building campaign.

Eight days later (June 18), radio and TV began to blare forth enticements for "tom thumb" and "The Mating Game." The former feature has taken to TV. There will be 63 spots from June 18 through July 5 over three channels. At the same time, "Mating Game" will be sold over radio, using 73 spots on three of the largest stations.

Doubting Trade Thomases may be amazed to learn that distribs are sharing the cost, 50-50. Forty-four local houses are participating, broken down into 14 second runs, 14 drive-ins, seven pre-keys, and nine keys.

In addition to standard directory advertising, the subsequents are buying display space on the movie pages. On the airwaves, all participating theatres are being mentioned.

In a progress report, Milton H. London, Michigan Allied president and one of the leading figures in the campaign, has this to say:

"If this campaign does no more than inform the public of what is available in the neighborhood and drive-in theatres, it will be invaluable. However, what we are really aiming for is to make the public 'movie-conscious,' and start a word-of-mouth chain reaction. If we can get the ball rolling, every theatre regardless of run or location will certainly benefit. Most of the downtown first-run theatres are so convinced of this that they are contributing money and support to this Business Building Campaign even though they are not included in the advertising."

Plugging on the second pair of features, "Pork Chop Hill" and "Alias Jesse James," is scheduled June 28 through July 12. "Rio Bravo" will receive the treatment July 5 to July 19, other features to be included as booked.

Promotional tie-ups for participating theatres are planned.

Campaign is under direction of Robert Solomon, of Solomon-Sayles Productions, of this city.

### TOA Unit Sets Meet

SEATTLE—The Theatre Owners of Washington, Northern Idaho, and Alaska will hold their annual convention July 22 at the New Washington Hotel here, it was announced by Armand Marion, Jr., executive secretary.

The agenda will include registration in the early afternoon, a membership meeting, followed by a meeting of the newly-elected board of directors. This will be followed by a cocktail reception, to which state and local officials, and members of the press will be invited.

Marion said that the Seattle Tent of Variety has scheduled a dinner meeting July 22, and the following day will hold its annual golf tournament and dinner dance. The TOA unit's meeting was scheduled so that exhibitors belonging to Variety could take in both sessions while in Seattle.

George Roscoe, TOA's director of exhibitor relations, is scheduled to address the membership meeting.



# Jackter Outlines Future Releases, "Showman" Package For Summertime

NEW YORK — Columbia Pictures is planning to release a minimum of 14 pictures in the last third of 1959, vice-president and general sales manager Rube Jackter reported to his top home office executives and division managers last week at the first session of the company's three-day sales meeting at the Savoy Hilton Hotel here.

Jackter told the sales executives that the program being readied for the last four months of 1959 would see a continuation of the high-powered release pattern evidenced in Columbia's summer plans, highlighted by Otto Preminger's "Anatomy of a Murder" and "Middle of the Night." A major portion of the meeting was devoted to discussion of merchandising policies on these two releases.

Heading the fall and winter parade of films which Jackter characterized as "blockbusters and films with blockbuster promotion potential," is William Goetz' "They Came to Cordura," color and Cinemascope production which the sales manager said would go into special release behind one of the biggest advance campaigns in the industry's history.

He also blueprinted plans for Fred Kohlmár's "The Last Angry Man"; Warwick's "Killers of Kilimanjaro" (color and Cinemascope); Raoul Levy's Brigitte Bardot starrers, "Babette Goes to War" (color and Cinemascope); Stanley Donen's "Once More, With Feeling" (Technirama); and Louis de Rochemont's "Man on a String."

Also, William Castle's "The Tingler," Samuel Fuller's "Crimson Kimono," Sam Katzman's "The Flying Fontaines" (color), Charles Schneer's "Battle of the Coral Sea," Kendrick Sweet's "Satan's Bucket" (color and Cinemascope), Philip Waxman's "The Gene Krupa Story," and the combination of "The Warrior and the Slave Girl" (color) and "Zex."

Jackter also outlined a special "Three for the Showman" package designed specifically for summer audiences. The package consists of "Have Rocket, Will Travel," starring The Three Stooges; "The 30-Foot Bride of Candy Rock," starring Lou Costello; and "The Legend of Tom Dooley."

The sales chief stated that the "Three for the Showman" will be offered as a package for individual bookings. "We can thus assure exhibitors of several weeks of highly exploitable film fare during the summer months," he said.

"These releases are custom-tailored films in the best sense of the word," Jackter told the sales gathering. "They have been made for a specific audience (young moviegoers), the biggest audience, without sparing the production values. Our promotion campaign has been fashioned along the same lines, to enable showmen to merchandise these films to their maximum potential."

## Col. Salutes Schneider With \$50,000 Sales Drive

Columbia Pictures is staging a six-month "Salute to the President" sales drive in honor of Abe Schneider, it was announced. Jackter revealed that more than \$50,000 in prize money will be awarded in the drive which runs from June 26 to Dec. 24.

The general sales manager announced the details of the drive at the final session of a three-day top-level meeting between home office sales executives and division managers



Kim Novak and Frederic March, co-stars, Columbia's "Middle Of The Night," recently hosted a midnight screening of the film at the Forum, New York City, for the stars and cast members of the Broadway shows. On hand were, left to right, George Justin, producer; Delbert Mann, director; Miss Novak; March; and Robert S. Ferguson, Columbia's national director of advertising, publicity, and exploitation.

## Glen Alden Names Two

NEW YORK—The Glen Alden Corporation announced last week the appointment of Harold A. Ketchum as executive assistant to the president, and Rocco J. DiFonso as treasurer of Glen Alden and subsidiaries.

According to Albert A. List, president and chairman of the board of Glen Alden, both appointments are effective today (July 1).

Glen Alden is a diversified company composed of the Glen Alden Coal Corp., RKO Theatres, Inc., USF-Aspinook Finishing Division, E. Hubschman and Sons Division, Aluminum Industries, Inc., and its Triplex of America Division, the Mathes Company, Otis Railway Warehouses Division, and crude oil and natural gas properties in Kansas and mining exploration in Canada.

from the U.S. and Canada. The closing session followed a special luncheon for the sales toppers hosted by Schneider in the executive dining room.

Jackter said that the drive had the potential to be the most successful in the company's history because of the outstanding product to be released in the six-month period. Among the films involved are "Anatomy of a Murder," "Middle of the Night," "They Came to Cordura," "The Last Angry Man," and "It Happened to Jane."

The drive will consist of four separate contests, with all results to be judged on a branch basis. The four contests include branches competing against their own quotas; division managers competing against each other; branches competing against each other in special groupings according to their income possibilities; a captain's contest, with five Columbia executives vying in a "prestige competition."

Participating in the captain's contest are A. Montague, executive vice-president; Leo Jaffe, first vice-president and treasurer; Sam Briskin, vice-president in charge of west coast studio operations; Paul N. Lazarus, Jr., vice-president; and Jonas Rosenfield, Jr., executive in charge of advertising and publicity.

All contests will be based on total billings. Winning branch prize money will be awarded to branch managers, salesmen, bookers, and office managers.

## Col. Acquires Stock Of Canada Subsidiary

NEW YORK—Columbia Pictures Corporation has acquired the outstanding 50 per cent of the common stock of Columbia Pictures of Canada, Ltd., from the Premier Operating Corporation, it has been announced by A. Schneider, president of Columbia Pictures. Principal stockholders of the Premier Operating Corp. are Louis Rosenfeld, president of Columbia Pictures of Canada, Jule Allen, and Herbert Allen.

Columbia has held 50 per cent of the common stock since 1926, when the company absorbed the Canadian franchise, Independent Films, Ltd., and the name was changed to Columbia Pictures of Canada, Ltd.

Schneider also disclosed that the parent company is in the process of consummating an arrangement to sell the newly-acquired 50 per cent interest to Paul Nathanson of Canada, vice-president of Empire-Universal Films, Ltd., and a director of British-Lion Films, Ltd., of England.

Under the terms of this arrangement, present sales personnel of Columbia Pictures of Canada will remain intact, Schneider said, and will continue to function without any change in operations. Louis Rosenfeld remains as president of Columbia Pictures of Canada and Harvey Harnick continues as general sales manager.

## N. Y. Variety Tent Honored

NEW YORK — Variety Clubs International Heart Awards were presented to Ira Meinhardt, chief barker, Tent 35, and Harry Brandt, president of the tent's Cancer Control Research Foundation, at ceremonies here last week. Red Buttons made the presentation.

The event marked the tent's progress in establishing the Foundation, a project which won the annual Heart Award at the international convention in Las Vegas last March. In accepting the award, Meinhardt explained that the Foundation's research into cancer has yielded a new chemical approach to the problem and that future developments — besides what had been discovered thus far — will be of great value in the research field.

## New Theatre For D.C.

WASHINGTON—Plans for razing the 70-year-old Columbia Theatre to make way for a 1,000 seat modern house, and the abandonment of Cinerama by the Warner were announced here over the weekend.

The Warner will return to showing regular movies for the first time since its extensive remodeling for Cinerama in 1954. Plans for the Columbia were disclosed by Loew's spokesmen. The Columbia will close in a few weeks. The box office of the new theatre, on the same site, will open in February, according to present plans. Costs are estimated at \$1 million.

## L.A. Legion Fights "Reds"

LOS ANGELES — The American Legion of Los Angeles is preparing a resolution condemning the Academy of Motion Picture Arts and Sciences for its reinstatement of writers alleged to have Communist affiliations in Congressional Committee hearings a few years ago. The 17th district of the legion plans to carry the fight against these writers from the opening of the organization's state convention to the national conclave in August.



## New Star Featurettes Planned By 20th-Fox

NEW YORK — Exhibitors throughout the country will be supplied with a series of "new star featurettes" by 20th-Fox, according to an announcement made last week by general sales manager Alex Harrison. The first of these trailers, available immediately, is one starring Carol Lynley of 20th's "Blue Denim" and "Holiday for Lovers."

The featurettes, according to Harrison, will be produced regularly, calling attention to the young stars of the future. May Britt, star of 20th's "The Blue Angel," will be the next personality featured in the short subjects.

"We feel that this is the most valuable free attraction any exhibitor could have," Harrison said. "We're all in the business of building new stars and here is a solid, concrete way to help build them."

20th's program of youth, begun by president Spyros P. Skouras and developed at the studios by executive producer Buddy Adler, is also highlighted by the company's Hollywood talent school, the only one of its kind in the motion picture industry.

Stars who are possibilities for "new star featurettes" are Barry Coe, Barbara Eden, Christine Carere, Hope Lange, Suzy Parker, Diane Baker, Millie Perkins, Gary Crosby, Warren Berlinger, Bradford Dillman, Stephen Boyd, Barrie Chase, and Stuart Whitman.

## WB Honors Winners

NEW YORK—The San Francisco and Vancouver branches have been declared the winners of the Warner Bros. "Welcome Back, Jack" sales drive, it is announced by president Jack L. Warner, in whose honor the global drive was conducted.

The two branches wound up in a tie for first place and duplicate awards have been presented to branch managers Al Shmitken of San Francisco and Earl Dalglish of Vancouver. Second place award went to J. B. Tomlinson, Jacksonville; third place to Don Tullius, Oklahoma City; and fourth place to Keith K. Pack, Salt Lake City.

## AA Denver Head Resigns

NEW YORK—Jack Felix, manager of Allied Artists' Denver exchange for the past seven years, has resigned effective July 15, Harold Wirthwein of Allied Artists announced recently.

Also, Bud Hamilton, veteran film salesman in the Pacific Northwest, was appointed as Allied Artists representative in Portland.



Seen at the world premiere of Warners' "John Paul Jones" at the Rivoli, New York City, recently were, left to right, star Erin O'Brien; producer Samuel Bronston; and Mrs. Bronston.



## The NEW YORK Scene

### By Mel Konecoff

PRODUCER SAMUEL GOLDWYN arrived in town for the premiere and attendant activities regarding "Porgy And Bess," and at an interview, he stated among other things last week that there was no truth to the rumor that he'll sell his old pictures to TV, amending this later by saying that he will make his pictures available to TV when the price and time are right. He has 52 features which he turned out as an independent producer, and he expressed the view that even some of his silent pictures may some day show on TV.

With regard to "Porgy And Bess," he didn't reveal what the production cost was, but he admitted to having to pay \$650,000 against a percentage of the returns for the property and that he would have to get back 15 to 16 millions to break even. He won't see a nickel from the picture, with all profits going to the Goldwyn Foundation, a charitable organization.

He did hope to inspire other producers to reach out and make quality pictures. Goldwyn refused to label "Porgy" a great picture, stating that it was the duty of the public to call the turn via their acceptance and reaction. Said Goldwyn, "I make a picture because I enjoy making it not because it will be a boxoffice picture. Besides, who knows what box-office is?"

He believed that the public does not accept producers advertising or the phony publicity that is issued in such large quantities. Producers, opined he, could save a lot of money by discontinuing this. If their efforts are honest, the newspapers will have their own ideas about promotions and carry-through.

Regarding advanced admissions, he thought that the public would pay to see a good picture, while they'll refuse to take a poor picture for free. He's been saying that the story is the big thing for 40 years, while the size of the picture doesn't make any difference. With regard to stars, they cannot make a poor picture any better.

Regarding the business in general, he thought it would still be here long after he was dead. Also, there were not enough producers or directors around to make the good pictures that are presently needed by the business. He estimated that of the 240 features turned out last year, about 34 did 48 per cent of the business. His prediction of less theatres is also being carried out, with the survival of the fittest applying, he said. He expected only the good ones to survive.

Goldwyn thought that toll TV would become a reality within the next two years, and he estimated that between 100 and 200 millions of dollars is needed to properly put it on across the country. He didn't think that it would do the picture business any harm.

He claimed that he was no enemy of exhibitors and that he had respect for those who run their theatres right. He has none for those who merely book a picture and then run off to Florida. Incidentally, he doesn't understand why exhibitors continually ask producer-distributors to make good theatre losses. He has never asked exhibitors to make good his losses. He also stated that producers haven't gone to the government asking for subsidies.

Incidentally, he's still of the opinion that Hollywood can only turn out about 100 good pictures a year, and it looks as though others in the business are beginning to share his belief, he stated. The gamble today is greater than ever for picture makers, and most announcements by companies on production is so much "hot air," according to Goldwyn.

His next film will probably concern the Middle East, but he has no starting date in mind; nor has he a story, for that matter.

**RECREATION DEPARTMENT:** Over 300 persons, a record turnout, representing every phase of show business, attended the eighth annual film industry golf tournament sponsored by Cinema Lodge Bnai B'rith last week at the Briar Hall Golf and Country Club in Westchester. Of this number, 160 were golfers. Martin Levine again served as chairman, with co-chairmen Marvin Kirsch, Harold Rinzler, Alfred Schwalberg and Bob Sherman. Gifts from more than 50 corporations were given to the winners and as door prizes.

**TOUR NOTE:** An Egyptologist and technical advisor Andrew Low, starlet Norma Marla, and an eight-foot reproduction of an Egyptian mummy arrived in town from England last week to commence a 30-city tour on behalf of Universal's forthcoming release, "The Mummy." The Hammer Production will have something called "HorrorScope" working for it, according to publicity manager Phil Gerard, who introduced the trio to the press. Of the three, the prettiest by far was Miss Marla, an attractive young lady from South Africa who bears a strong resemblance to Ava Gardner.

The package has been created to sell horror in each situation, and the tour will cost about \$30,000 and last about four weeks. More than 20 field representatives will serve as guiding lights for the stunt. Theatres participating will have a "Tomb of Horrors" layout for the lobby and front to stimulate the eerie aspects of the picture.

**THE METROPOLITAN SCENE:** UA sending out corks for plugging "A Hole in the Head". . . Paramount calling attention to "The Five Pennies" by reminding us that one of the largest manufacturers of musical instruments is tying in with the film by appropriate literature, promotions, etc. . . What is likely to be the longest run for a trailer in history was anticipated when the trailer for "Ben Hur" got under way last week at Loew's State. It will continue for nearly six months until the film opens in November. . . Greetings came in from the grape growers of the Napa Valley, California, where U-I's "This Earth Is Mine" was filmed in its entirety. Champagne for everybody!

## WB Sets Dividend

NEW YORK — The board of directors of Warner Bros. Pictures, Inc., at a meeting in Burbank, Cal., declared a dividend of 30 cents per share on the company's common stock, payable Aug. 5 to stockholders of record July 17.

## Public Wants Film News

NEW YORK — Several widely scattered news items, each offering proof of the public's increasing interest in the movies, form the basis for the 104th of the series of COMPO ads in Editor and Publisher, which appeared last week.





# CANADIAN Highlights

By Harry Allen, Jr.

TORONTO—Exhibitors have been invited by J. J. Fitzgibbons, president and managing director of Famous Players Canadian Corp., to participate with the company in the development of Telemeter in Canada. Telemeter—a pay-as-you-see operation—makes its world bow this fall in suburban Etobicoke, a community west of Toronto. Fitzgibbons, in announcing the first major breakthrough of pay-TV, took cognizance of opposition from some theatre owners to the project.

"We are planning to organize companies in various communities of Canada to operate local Telemeter franchises," he said. "We hope that exhibitors in each Telemeter community will participate with us at the local level on some equitable formulas. The door is wide open."

Etobicoke will be host to at least 5,000 coin boxes in the fall, when operations are to begin. There will be a \$5 installation charge, which is the same as the initial cost of a telephone. Basic programming will be newer motion pictures, with blacked-out sports to follow. Etobicoke is roughly 43 miles square and has a population of about 122,000. A Telemeter studio is being constructed in Etobicoke. Bell Telephone Company, which is supplying the lines, is preparing 70 miles of cable, will be able to handle 13,000 homes, and can be expanded to serve 40,000 in West Toronto.

Unusually bad weather was blamed by Famous Players president John J. Fitzgibbons for business in the first quarter being down. Unaudited net profits were \$764,370 compared to \$846,935 for the same period last year. This included profits from the sale of fixed assets which came to \$144,720 against \$5,204. Profit per share was 44 cents and the usual dividend of 37½ cents was issued.

**REEL CLIPS:** There were 13 graduates at the Variety Village this year. This brought the total to 143 in the 10 years of operation of the Village. Chief Barker Dan Krendel was chairman at the occasion and presented the certificates. Of the 143 graduates, 38 are married and they have 16 children. Only five are not gainfully employed right now. . . . A monthly TV series of 30-minute subjects is planned by the Producers Syndicate, Ltd., Winnipeg, which plans to produce them in Eastman Negative Color. . . . Operation of the Avalon and Strand, Hamilton, is by 20th Century Theatres, which acquired them from United Amusements, the Braden Company, a Famous Players affiliate. . . . A luncheon at the Variety Club, Toronto, welcomed two former Dominion Sound executives now in Toronto with the recently-organized General Sound and Theaters Equipments, Ltd. The executives are Lloyd Pearson, president and general manager, and Al Turnbull, chief engineer. . . . After a vigorous debate, City Council of the Yorkton, Sask., rescinded its amusement tax bylaw. The town's two theatres, the Roxy and Tower, are operated by Rothstein Theatres. . . . Three companies recently incorporated in Ontario included Film Editorial Services, Ltd., incorporated by D. Ellison and J. E. P. Sutherland, film editors; Slide and Filmstrip Production, Ltd.; and Cornwall Broadcasting, Ltd., incorporated to acquire, own, establish and operate TV, radio and wireless broadcasting and receiving stations for private and commercial broadcasting. . . . Tiger Productions of Edmonton will use the bush pilot idea for a projected feature. . . . Calgary's Hitchin' Post, a Famous Players-Ken Leach cinema erected soon after the war, will be converted into a store. . . . Donald E. Berry of Vancouver, who operated a group of theatres in BC's Okanagan Valley until he sold them to Famous Players some years ago, died suddenly in Vernon. . . . Ben Geldsaler, chief buyer at Famous Players, is hospitalized.

## "Blue Law" Exemption For Ohio Theatres

COLUMBUS, O.—Operation of theatres is exempted from provisions of a new Sunday-closing law recommended for passage in the Ohio Legislature by a vote of 15-3 by the House Judiciary committee.

Outright repeal of the ancient blue laws was called for in a bill approved 4-2 by the Senate Commerce-Labor committee.

The House bill is a substitute for four blue law bills which have been heard by the Judiciary committee. The bill still would prohibit common labor and transaction of business, except works of charity or necessity and such activity by persons who observe the Sabbath on Saturday. The bill is aimed chiefly at retail commercial establishments, which have been operating on Sunday in defiance of the old laws.

It would not apply to traveling, recreation, sports, amusements, entertainment, exhibitions and incidental services and commodities; fairs; and operation of publicly-owned places of entertainment, recreation and education by a public officer. Industry representatives are watching with interest all developments on the question.

## Universal In Black Again

NEW YORK—Universal Pictures has reported a profit of \$331,330 for the 13-weeks ended May 2. This compares with a loss of \$92,349 for the same 1958 period. Tax provision for the 1959 period was \$315,000, the Federal tax benefit for the same period last year was \$295,000.



Stars John Wayne and Constance Towers consult on recipe for mint juleps as premiere chairman Leonard Phillips and producer Marty Rackin look on during the recent world premiere festivities at the Shreveport, La., Florentine Club for United Artists' "The Horse Soldiers." On the right is seen part of the group of 800 costumed square dancers who kept activity boiling in the vicinity of the Strand during the premiere.

## Exhibs In 35 Cities Hear COMPO Record

NEW YORK—Demonstrations of the industry's business-building record of songs and jingles will be given to exhibitors in 35 key cities, it was announced by Charles E. McCarthy, information director of COMPO, which is having the records manufactured for sale to exhibitors at \$5 a copy.

McCarthy said sample copies of the record, as it has been prepared by Donahue and Coe advertising agency for radio use, will be shipped later this week to exhibitors and theatre advertising men in the 35 cities with a request that they have the record played for groups of exhibitors in their areas. Letters asking that these demonstrations be held, McCarthy said, have been sent to the following:


Albany—Seymour Morris, Schine Theatres; Boston—Benjamin Domingo, RKO Memorial; Buffalo—Edward Meade, Shea's Buffalo; Cleveland—Frank Murphy, Loew's State; Columbus—Edward McGlone, RKO Palace; Chicago—Edward Seguin, Balaban and Katz; Cincinnati—Joseph Alexander, RKO Albee; Dallas—Kyle Rorex; Denver—Pat McGee; Des Moines—Don Knight, Tri-States Theatre Corporation; Detroit—Fred Sweet, Telenews; Indianapolis—Ken Prickett, Allied Theatre Owners of Indiana; Jacksonville—Walter Tremor, Florida State Theatres; Kansas City—Darrell Presnell, Fox Midwest Amusement Corporation; Los Angeles—Mrs. Ida Schreiber, Southern California Theatre Owners Association; Memphis—Robert K. Hosse, Crescent Amusement Company, Nashville; Minneapolis—Everett Seibel, Minnesota Amusement Company; New Haven—Albert Pickus, Stratford, Stratford, Conn.; New Orleans—Asa Booksh, RKO Orpheum, New Orleans; Oklahoma City—Paul Townsend, Midwest; Omaha—George Gaughan, Cooper Foundation Theatres, Lincoln, Neb.; Philadelphia—Everett Callow, Stanley Warner; Arizona—George Aurelius, Arizona Paramount, Phoenix; Pittsburgh—Henry Burger, Stanley Warner; Salt Lake City—John Krier, Intermountain Theatres, Inc.; San Francisco—John F. Parsons; Seattle—Fred Danz, Sterling Theatres; St. Louis—Robert Johnson, Plessner and Johnson advertising agency; Washington, D.C.—Jack Foxe, Loew's Capitol; Baltimore—Jack Whittle, Towson, Md.; Richmond, Va.—Carlton Duffus, Virginia Theatre Owners Association; Milwaukee area—Ben Marcus; Charlotte—Ernest G. Stellings, Stewart and Everett Theatres; and Portland, Ore.—Rex Hopkins, Orpheum.

At last reports exhibitors throughout the country had ordered more than 100 records for radio use, McCarthy announced.





# EVERYTHING'S ON THE *Upbeat* AT WARNER BROS.

★  In announcing Warner Bros.' production-distribution program I want to emphasize that the accent is on entertainment. We are producing and presenting motion pictures we are thoroughly confident people will want to see and which they will enjoy. ★ Our company is alert, progressive, in tune with today's dynamic pace. In forging ahead we build upon the substantial foundations of great stories, fine talents. ★ We are vastly encouraged by the present, very optimistic about the future. We believe motion pictures will play an ever more important part in enriching the lives of people throughout the world.

★ Our global organization is enthusiastically united in determination to continuously advance this company's proud tradition of leadership. ★ Everything indeed is on the *Upbeat* at Warner Bros.—and will continue on the *Upbeat!*

*Jack L. Warner*  
President





# WB BIGNESS!

These  
These  
of the

**Audrey Hepburn**

in Fred Zinnemann's Production of

**"The Nun's Story"**

Co-starring Peter Finch

**Technicolor®**



**James Stewart**

**Vera Miles**

**"The FBI Story"**

A Mervyn LeRoy Production

**Technicolor®**



**Audrey Hepburn**  
**Maurice Chevalier**

in Joshua Logan's Production of

**"Fanny"**

**Technicolor®**



**Robert Mitchum**

**Deborah Kerr**

**Peter Ustinov**

in Fred Zinnemann's Production of

**"The Sundowners"**

**Technicolor®**



**"The Miracle"**

Starring

**Carroll Baker**

Roger Moore • Walter Slezak  
Vittorio Gassman • Katina Paxinou

**Technirama® Technicolor®**



**"John Paul Jones"**

Starring

Robert Stack • Marisa Pavan

Charles Coburn • Erin O'Brien

Guest Stars MacDonald Carey • Jean Pierre Aumont  
David Farrar • Peter Cushing • Susana Canales

And a Special Appearance by Bette Davis as Catherine the Great

**Technirama® Technicolor®**





Best-sellers! These hit plays!  
 Original properties! Every program  
 can't beat by the *Upbeat* studio!

## "A Summer Place"

Starring

**Richard Egan · Dorothy McGuire**  
**Sandra Dee · Arthur Kennedy**  
**Troy Donahue**

Written, Produced and Directed by  
 Delmer Daves

**Technicolor®**



**Clint Walker**

**Edward "Kookie" Byrnes**

**John "Lawman" Russell**

in

**"Yellowstone Kelly"**

**Technicolor®**



## "Cash McCall"

Starring

**James Garner**  
**Natalie Wood**

Nina Foch · Dean Jagger  
 E. G. Marshall · Henry Jones

**Technicolor®**



## "Hercules"

Mightiest of men! Mightily promoted!

**Eastman Color** by Pathe **Dyaliscope**

O. S. C. A. R. Film — GALATEA



## "The Bramble Bush"

Starring

**Richard Burton Barbara Rush**  
**Jack Carson Angie Dickinson**

United States Pictures Prod.

**Technicolor®**



**Frank Sinatra**

**Dean Martin**

**Sammy Davis, Jr.**

**Peter Lawford**

**"Ocean's 11"**

**Technicolor®**







...and all these in preparation right now!

**"Tall Story"**

Joshua Logan's production of the current stage hit. Starring Tony Perkins.

**"Guns of the  
Timberland"**

Starring Alan Ladd,

Jeanne Crain, Gilbert Roland. Introducing Frankie Avalon. Jaguar Prod.

**"Look Back  
in Anger"**

Starring Richard Burton, Claire Bloom, Mary Ure.

**"Letter from Peking"**

Nobel and Pulitzer Prize winner Pearl Buck's latest best-seller.

**"Rachel Cade"**

The best-selling novel by

Charles Mercer.

**"Moment of Danger"**

The novel by Donald Mackenzie. Starring Dorothy Dandridge, Richard Basehart, Trevor Howard.

**"Claudelle  
Inglish"**

Sensational new novel by Erskine Caldwell.

**"The Man They  
Couldn't Kill"**

United States Pictures Prod. The hunt-down of

gangland's most vicious terror.

**"Sunrise at  
Campobello"**

The hit play. Produced by Dore Schary.

**"All God's  
Children"**

Important drama of

today's youth. Ziv Prod.

**"Return of  
the Soldier"**

Rebecca West's famous novel.

**"Undercover  
Teacher"**

From the sensational newspaper headlines.

Edna Ferber's  
**"Ice Palace"**

The big story of Alaska today!

**"The  
White Rajah"**

From the book by the Ranee of Sarawak. To be produced in

Indonesia. United States Pictures Prod.

**"Captain  
Buffalo"**

John Ford's production of the sweeping novel.

**- 30 -**

Starring

Jack Webb. Powerful newspaper drama with a startling twist.

**"Splendor in  
the Grass"**

Elia Kazan's production of the story by William Inge.

**"Gold of the  
Seven Saints"**

Howard Hawks' production of the novel by Steve Frazee.

**"The  
Marauders"**

The new best-seller. United States

Pictures Prod.

**"Parrish"**

Joshua Logan's production of the Literary Guild best-seller.

**"The Magic Sword  
of King Arthur"**

Animated feature

based on the beloved classic.

**"Savage  
Streets"**

Starring Efrem Zimbalist, Jr. and Edward 'Kookie' Byrnes. The conflict between suburban residents

and a teenage slum gang.

**"The Crowded Sky"**

The best-seller by Michael Frost.

**"The Dark at the  
Top of the Stairs"**

The hit play by William Inge



**The only way for you to go is UP 'cause  
EVERYTHING'S ON THE *Upbeat* AT WARNER BROS.!**



## NSS Sets Several Managerial Changes

NEW YORK—Burton E. Robbins, vice-president in charge of sales for National Screen Service Corporation, announced the following managerial changes, due to retirement of several of the National Screen branch managers.

Charles Lester, long-time Atlanta branch manager, is retiring on July 6. He will be succeeded by Atlanta salesman George Tarant.

Cleveland salesman Irving Marcus becomes Pittsburgh branch manager, succeeding Perry Nathan, who is retiring.

Ben Ashe, presently assistant general sales manager, assumes the managership of the Los Angeles exchange because of his request to return to the west coast.

Fred Weimar, who has been acting branch manager in Los Angeles, becomes San Francisco branch manager, succeeding Jack Marpole, who retired.

Bud Brody, who has been Seattle branch manager, has been promoted to the managership of the Hollywood Studio, succeeding Lou Harris, who has been acting manager. Harris now becomes production manager at the Studio.

Kenneth Friedman, Salt Lake City branch manager, is succeeding Bud Brody as manager of the Seattle branch. No successor to Friedman has yet been appointed at Salt Lake.

At the same time, Robbins announced the following changes in sales personnel, due to the realigning of the sales territories.

Gene Beckham, presently salesman at the St. Louis exchange, transfers to the Philadelphia exchange, as salesman for the Washington and Baltimore territories, effective July 6. Harry Low, Baltimore salesman, and George Nathan, Washington salesman, retire after many years with the company.

Carl Dortic, presently Pittsburgh salesman, transfers to the New York exchange as of June 22, to cover the upstate New York and Connecticut accounts. Upstate New York salesman Melvin Schwartz leaves the company, as has William Canelli, who covered the Connecticut accounts.

Max Mazur, Chicago salesman, retired recently, and Herb Cass, salesman at Portland, Ore., has resigned.

## "Phantom" Showing Barred

NEW YORK—The United States Marshal for the Eastern District of New York seized and impounded a print of the Universal silent feature, "The Phantom of the Opera," starring Lon Chaney, Sr., from the Inwood Art Theatre in Forest Hills in this city. The seizure was made pursuant to an order of Judge Leo F. Rayfiel of the United States District Court in Brooklyn, which was issued in a copyright infringement action brought by the widow and children of Gaston Leroux, owners of the renewed copyright in the novel on which the movie was based, and Universal Pictures Company, Inc. as the owner of all motion picture rights under the renewed copyright in the novel.

Named as defendants in the action were Excellent Films, Inc., operating the Inwood Art, and Robert B. Fischer, Mark Redwood, Fred von Bernewitz, Earl Colvin, and Edward R. Saretsky, doing business as International Art Production Management and as Film Masterpieces, and seven other associated corporations allegedly involved in the infringing, distribution and exhibition of the film itself. They are said to be involved in several similar suits with other parties, including Charles Chaplin.



## LONDON Observations

by Jock MacGregor

THEY SAY there's a time and a place for everything. At the moment that "Some Like It Hot" sign that dominates Piccadilly Circus seems horribly out of place. It does not echo exhibitor sentiments! Britain is experiencing the sunniest summer in years and the box office is taking its worst bashing. Only the road shows which were booked well in advance are standing up to the weather. People have bought their tickets and are not wasting them.

"Gigi" has been such a success at Brighton that it has had to be taken off! This is a temporary move. After 13 weeks, there is no easing in the demands—the wits have it that many are finding it easier to make the 50 mile journey than try to see it in London. In consequence, the picture has been withdrawn for the British quota obligations to be fulfilled rather than wait until later when the holiday season will be at its peak.

Runs of months duration have been chalked up in Birmingham, Manchester, Nottingham, and elsewhere. Now it is opening on a road show basis in many big cities and seaside resorts. These long runs must dispell the theory that the British will not accept booked seats and set performances.

No less successful is "South Pacific," while "Around the World," after two years at the Astoria, London, is at last displaying the Final Weeks notices. "Diary of Anne Frank" has not had it all its own way as a road show at the Carlton, Haymarket.

To add to exhibitors' problems, the printers are on strike, and many suburban and provincial newspapers upon which far too many seem to depend for exploitation these days have ceased publication. Routine printing is also affected. The Kine Weekly, but not the Daily Cinema, has stopped.

OFFICE WORK came to a standstill here one recent morning. A dainty little Chinese miss arrived with my invitation to the trade show of "Ferry to Hong Kong" and a gift of chopsticks. Well, by lunchtime, I was quite expert at picking up peanuts with them. Now I can face the mammoth party which is to follow the world premiere without the fear of being a social outcast. Incidentally, I suppose one of those miserable Wardour Street masters of little information will carp about the expense of the party in these days of falling box office without considering the publicity value of spending pennies to grab pounds of editorial coverage. . . . Expect changes in the distribution pattern and traditional suppliers. Producers are now holding out for Rank or ABC circuit deals. Pictures from both ABC and Paramount, Traditional Rank suppliers, are pencilled in to play the ABC circuit. . . . Yet another westend cinema—the 1300 seat Gaumont—has closed, but the site which has been ill used is to be redeveloped and a practical capacity theatre of the future will be incorporated in the scheme. . . . ABC bought the Deansgate, Manchester, which is leased until next year by 20th-Fox, Bill Cartlidge announces. ABC has many fine subsequent run halls in the city, but no first-run since the lease of the Theatre Royal expired.

## United Ill. Exhibs Kill Damaging Wage Law

SPRINGFIELD, ILL.—A new attempt to include theatres in minimum wage coverage in Illinois has been defeated by united Illinois exhibitors.

It was jointly announced by George G. Kerasotes, president of the Theatre Owners of America and board chairman of the United Theatre Owners of Illinois; by Jack Kirsch, president of Allied of Illinois; and David Wallerstein, president of Balaban and Katz Theatres of Chicago, that House Bill 1524, which would have imposed a \$1 per hour minimum wage requirement on theatres as

well as other industries, had been amended by the Illinois State Legislature to exempt theatres from its coverage.

The vote was 67-51 in favor of the exemption amendment introduced by State Representative George P. Coutrakon of Springfield. This was the second attempt by the Illinois legislature in its current session to write minimum wage legislation which would have applied to theatres. An earlier version was amended in committee to exclude theatres.

Kerasotes, Kirsch, and Wallerstein said that "this latest development appears to dispose of all legislation affecting the theatre industry in Illinois for this session."

Other measures previously defeated in Committee include one which would have imposed a three per cent tax on the gross receipts of all motion picture distributors, and another calling for a tax of one per cent on the gross receipts of various occupations, including motion picture theatres.

The three exhibitor leaders announced that "it was through the joint efforts of TOA, Allied and Balaban and Katz, working in close unison, which not only resulted in the defeat of these measures, but performed a great service for the exhibitors of our state."

## NCA Convention Postponed

MINNEAPOLIS—The North Central Allied convention, scheduled to be held July 7 and 8 in this city, has been postponed indefinitely.



Jerry Pickman, left, Paramount vice-president in charge of advertising-publicity, and Mrs. Pickman are seen with Paramount president Barney Balaban at the recent premiere of Paramount's "The Five Pennies" at the Capitol, New York City.

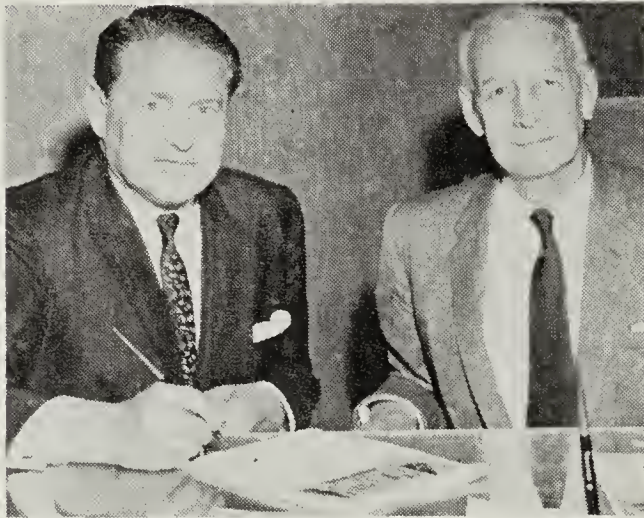


## ALBANY

UA Manager Burt Topal reported that as of June 8, shipments booked for UA Week (June 27-July 11) had surpassed the total for a comparable fortnight last year. . . . Kallet Theatres, Inc., of Oneida, for many years operating more than 20 motion picture houses in this district under the direction of three brothers and the son of the founder, has filed an amended and restated certificate with the Secretary of State. It changes the number of directors from six to "not less than three and more than seven"; sets the capital stock at \$250,000, with 2,500 shares of common at \$100 par value. The papers listed three directors and subscribers: Myron J. Kallet, Charles M. Stone, and Alexander L. Saul. Each holds five shares of stock. . . . Alan Iselin's Super 50 Drive-In, Schenectady-Ballston Spa Rd., won the honor of being the first New York State drive-in to present Mike Todd's "Around the World in 80 Days." Super 50 was picked because of its capacity and its new Cine-Magic curved, metal-finish, highly reflective screen, which creates a 3-D illusion. . . . Joe Miller, Menands Drive-In, was editorially cited by The Evangelist, official weekly of Albany Catholic Diocese, for the suitability of its programs to family trade. . . . Paramount Pictures Corporation, a New York company, reduced its capital stock from \$2,640,512 to \$2,590,512. Arthur Israel, Jr., 1501 Broadway, recorded the certificate with the Secretary of State here. . . . Famous Producers Releasing Corporation has been formed to conduct an entertainment business in New York. Capital stock is 200 shares, no par value. . . . Rank Music Company of America, Inc., has been formed to conduct an entertainment business in New York. Capital stock is 100 shares, no par value.

## ATLANTA

Doug Beshers, booker Georgia Theatres, has resigned from the company. . . . Herman D. Gentry, former manager Princess, Morristown, Tenn., is the new owner of the Maloy-Drive-In there. . . . Rex Martin, with the Capital, Greenville, Tenn., for 15 years, has been appointed manager of the Union, Union City, Tenn., both units of the Crescent Amusement Company, Nashville, Tenn. . . . The Goober-Drive-In, Headland, Ala., has been reopened by its new owner, J. W. Bennett. . . . R. C. Cobb, Cobb circuit, Alabama, has taken over the Parkway-Drive-In, Huntsville, Ala. . . . Al Rook, Rooks Booking Service, is the new buyer for the Twilight-Drive-In, Jamestown, Tenn. . . . The Atlanta WOMPI was host for the folks at a recent Battle Hill Haven fete. . . . The Crescent Amusement Company, Nashville, Tenn., has appointed H. H. Vickous, former manager at the Knickerbocker, Nashville, manager of their Center, Huntsville, Ala. He succeeds Fred R. Owens, now manager of Woody's Drive-In, Huntsville, Ala. . . . Exhibitors Service Company, headed by Tom Lucy, has moved to new offices in the Bona Allen Building. . . . Mrs. Ray Collins has resigned as secretary to Georgia M. Jones, office manager, Universal, to go with James V. Frew, southern district manager for Continental Distributing Inc. . . . A new theatre will be open by Thanksgiving day in Huntsville, Ala., the one story theatre will be equipped for 70mm. Ed Story will be manager. . . . Ed Armstrong manager, Princess, Nashville, Tenn., appointed manager of the Capitol, Union City, Tenn., he replaces Herman Gentry. . . . Jean Mullis was installed president of the local WOMPI, at ceremonies where she was also presented the group's "WOMPI



Contracts were signed recently for a long-run, reserved-seat engagement of MGM's \$15,000,000 production of "Ben-Hur" at the Saxon, Boston, to begin in late 1959, shortly after the world-premiere at Loew's State on Broadway, around Thanksgiving. With an exchange of gold pens Ben Sacks (left), owner, Saxon, completed the arrangements in Bob Mochrie's office in New York. Sacks predicted a run of at least two years.

of the Year" trophy. She replaces outgoing chief Helene Spears.

## BOSTON

Governor Furcolo attended the press luncheon for Lee Remick and Joseph Welch, starring in "Anatomy Of Murder," and presented each with a silver bowl commemorating "a native daughter and a native son," Lee Remick is from Quincy, Mass., where her father operates Remick's Department Store, while Welch is the Boston attorney who figured in the McCarthy hearings. . . . Winifred Wolfe, a former Brookline girl who is the author of "Ask Any Girl," attended a luncheon hosted by Ben Sack and Sam Richmond, of Sack Theatres. . . . Abe Weiner has joined Lopert Films, Inc., as representative for New England, New Haven, Albany and Buffalo. . . . Affiliated Theatres Corp., whose office have been in the Park Square Building for 15 years, is moving to 58 Berkeley Street. . . . Herb Gaines, assistant to Warner's branch manager Bill Kumins for the past three years has been promoted to Warner's Albany office as branch manager. His replacement is Eddie Segal, a former Bostonian who has been with Warner's in Albany and Buffalo.

This city was the first on a national schedule for actress Lee Remick to visit in connection with "Anatomy Of Murder,"



Participants in a recent TV program about "the movies," in Providence, R. I., were (back row, left to right) William J. Trambukis, Loew's manager; Ed Stokes, Avon; (front row) Philip Nemirow, RKO Albee manager; and Langdon Wilby, Shipyard Drive-In. They were guests of WJAR-TV on Betty Adams' "The World Around Us."

which is set for the Gary. Publicist John Markle met her at the airport, had her meet the press at a luncheon, arranged for a quick meeting with Governor Furcolo, made two radio tapes and one TV shot, and took her to City Hall to help sell tickets for Mayor Hynes Charity Field Day. . . . Calvin King, owner, Walden, Williamstown, Mass., closed the theatre for the summer.

PROVIDENCE, R.I., NEWS—A torrential three-day downpour curtailed activities to a marked degree throughout entire Rhode Island. More than three inches of rain soaked this area in the 2nd 24-hour—deluge. Drive-In situations were hit hardest. . . . Langdon Wilby, Shipyard Drive-In manager, is staging a series of watermelon-eating contests every Monday, Wednesday and Friday. . . . Phil Nemirow, RKO Albee manager, received cooperation from WJAR-TV in conjunction with the screening of "Imitation of Life." One of the highlights of his exploitation campaign was a letter-writing contest. . . . Judge Joseph R. Weisberger, of State Supreme Court, recently said that television, radio, and motion pictures have given people a distorted view of our judicial system. Speaking before a Communion breakfast group representing St. Mary's Holy Name Society of nearby Pawtucket, the eminent Justice was sharply critical of the extreme abuse of the law, pictured to the point "where we see the sheriff or detective taking the law into his own hands to see that 'justice' is done."

George Norton, assistant-manager, Loew's State, who has devoted many, many hours of his spare time doing volunteer work at the United States Veterans' Hospital in this city, was recently presented a Certificate of Merit by Governor Christopher Del Sesto of Rhode Island. . . . Edward M. Fay, dean of Rhode Island showmen, and Rhode Island chairman of the New England-wide Jimmy Fund, has already started the ball rolling for the 1959 season. He scheduled a \$10-a-plate dinner at the American-Italian Club in East Greenwich with the Hon. Judge Mullen as toastmaster. Webster Youlden, director of sports promotion and public relations, providence Journal-Bulletin newspapers, was one of the prominent participants. . . . Radio station WPRO cooperated with Bill Trambukis, Loew's State manager, in a jingle or slogan contest. Beat the heat in a Loew's seat was the suggested theme, with guest tickets offered to contestants who could submit a better jingle, part of campaign to sell summer attendance.

## BUFFALO

In connection with the local presentation of "Say One For Me," manager Ben Dargush, Center, arranged two contests. One asked for the longest lists of movies in which Debbie Reynolds has appeared and the other the list of pictures in which Bing Crosby has appeared as a priest. Prizes included Columbia LP albums of the "Say One For Me" sound track recording and guest tickets. . . . Colonel William Shirley, UA field representative, is in Buffalo working with Eddie Meade, Shea general manager, on "Horse Soldiers," which opens July 2 in Shea's Buffalo. One of the promotion stunts set is the presentation of an original saddle bag used in the Civil War to the Buffalo Historical Society. . . . Fred Kloepper, formerly with Olin Film Delivery, is now a booker at the local Paramount exchange. . . . The new Vineland at Prudhomme's, Ontario, opened June 16 with "Cat On a Hot Tin Roof" on the stage. The old house burned down last August. . . . Eddie Meade arranged for W. E. J. Martin, drama-motion picture editor of



# ON HAND!

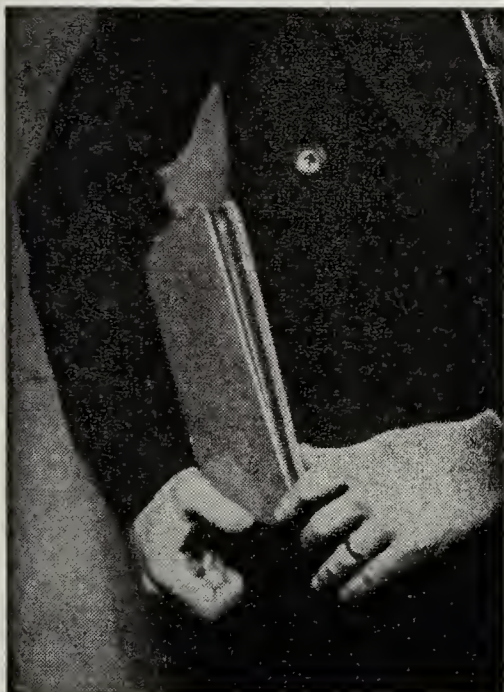
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### "Pocket-Size" BINDER →

A black, flexible leatherette binder equipped with 6-rings and thumb-tip closure, designed to hold a one-year supply of "Pocket-Size" DATE BOOK FORMS. Has inside pocket for the safe-keeping of loose papers.

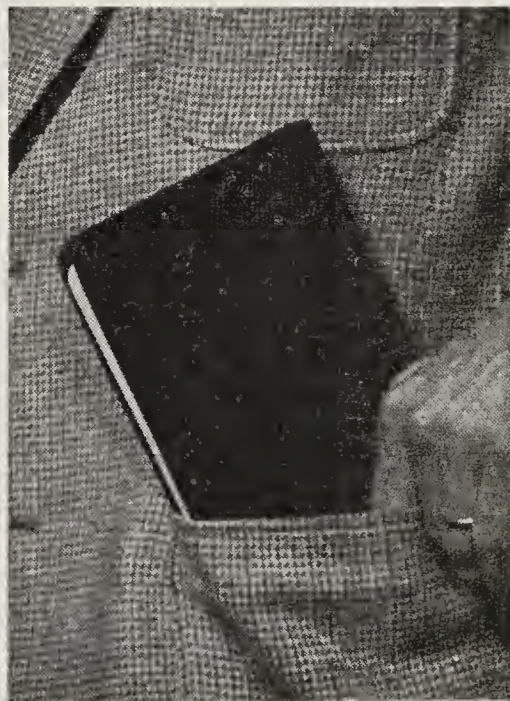
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### ← "Pocket-Size" ZIPPER CASE

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**UNEXCELLED QUALITY . . . for the  
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Seen here assisting in the ribbon-cutting ceremony during the dedication of the \$750,000 Variety Club of Illinois Research Center at LaRabida Jackson Park Sanitarium in Chicago recently are, left to right, John J. Jones, canvasman and past chief barker of Tent 26; Ralph Smitha, canvasman; Nat Nathanson, first assistant chief barker; Grant Nathanson, member; Joseph Berenson, canvasman and past chief barker; John Semadallas, member; and William G. Margolis, chief barker.

the Buffalo Courier-Express to listen in on a dozen city phone hook-up for an Alfred Hitchcock interview, one of the advance promotions for the new Hitchcock MGM opus, "North by Northwest." . . . The Buffalo Boys' Town (formerly the Working Boys Home) got a good start on its \$950,000 building fund drive Thursday night, June 18 when a benefit premiere of "Say One For Me," was presented in the Center and netted the fund about \$7,000. . . . Kathryn Kingdon has been named managing director of the Buffalo Studio, succeeding Michael Sinclair.

The Rt. Rev. Msgr. Franklin J. Kelleher, director of Buffalo's Boys' Town, the former Working Boys Home, has gone to Hollywood to try and get Bing Crosby to attend the benefit premiere of "Say One For Me." The premiere will launch a drive to build a new Boys Home in Buffalo. . . . A 1957 New York State Bingo law is scheduled to be tested for the first time in western New York when a Niagara County grand jury convenes in September. District Attorney William H. Earl, Niagara Falls, plans to present to the jury the case of a Niagara Falls Bingo operator whose game was raided at the Falls the other night. "It's like allowing an illegal still to operate next to a liquor store," Earl declared in reference to the case of Edward P. Burns, Niagara Falls. Approximately 800 players were ordered out of the State while participating in the game operated by Burns. It marked the second time that the Bingo operator had been raided in the Falls. Earl said charges against Burns probably won't be lodged until the jury convenes in September. . . . Floyd Fitzsimmons, former MGM field representative in Buffalo, was in working on "Gigantis" and "Hercules," two forthcoming Paramount theatre attractions. Floyd is now promotion representative for Warners, with headquarters in Boston.

## CHICAGO

Arthur B. Segal, exhibit chairman of the 1959 National Concessions Industry's Trade Show, November 8-12, at the Hotel Sherman, has announced that more than 50 percent of the 224 display booths have already been reserved. The exhibition, co-sponsored by National Association of Concessionaires and Theatre Owners of America, is held in conjunction with the 1959 Motion Picture Industry Trade Show. . . . Blue Laws were given as the cause of the closing of the Zion, Zion, Ill., leaving the town of 15,000 without a theatre. . . . The Evanston Censor Board, Evanston, Ill., banned the showing of "Room at the Top" and "The Case of Dr. Laurent." . . . Aaron Cushman, publicity director for H.

and E. Balaban Circuit, was elected executive vice-president of the Publicity Club of Chicago. . . . B and K is hoping that rain will not prevent the big fight which is scheduled to be televised at their State Lake on the night of June 25th. A postponement would interfere with the premiere of the blockbuster, "Horse Soldiers," scheduled for right after the fight date. . . . Marythomas Hegelson, daughter of Douglas Helgeson, Palace managing director, and William Tangney were wed at St. Jeromes Church. . . . Rose Marie Bell, enrolled her conventional house and drive-in in Taylorville, Ill., in the Theatre Owners of America. . . . Ground was broken in Palatine, Ill., for the new H. Schoenschadt and Sons Drive-In. . . . The city movie admission tax in May was \$25,707. The tax take has dropped two thirds since the elimination of taxes upon admissions of 90 cents or less. . . . Embassy Pictures appointed Paul Montague as its Midwestern press representative, with headquarters here. . . . Federal Judge Phillip Sullivan ruled against the city in its petition to waive costs in the Paramount suit over "Desire Under the Elms." The Judge had previously ruled in favor of Paramount for a general release of the picture. . . . Fridays during June are Ladies Days at the Clark with admissions reduced to twenty-five cents. . . . Al Carius reopened the Morton, Morton Grove, Ill., which had been closed since last fall. . . . Frank Riley, co-manager of the B and K Maryland and Tivoli recovered after surgery. . . . Angelo Sepsis, former 20th-Fox salesman, now a Hollywood producer-director, came in for a visit with his parents. . . . Al Spargur, for 20 years with Fox Midwest, took over the Fox Grand, Du Quoin, Ill. Spargur's post at the Strand, West Frankfort, Ill., was filled by Carl Lowery. . . . Irving Mack, Filmack Trailers, gave a party celebrating the 40th birthday of his son, Joe, who is in charge of production. . . . Tom Gilliam, retired 20th-Fox division manager, is well again after convalescence at his home. . . . The Skyvue Drive-In, Portland, Ind., suffered approximately \$20,000 damage by a twister. Owner George Mallers witnessed the damage and narrowly escaped injury. . . . A benefit for the Nathan Goldblatt Society for Cancer Research will be held June 25 at the Esquire with the showing of Paramount's "Five Pennies". . . . Residents of Cobden, Ill., are buying monthly family tickets at \$6 as a gesture toward manager Charles Veal, Ritz. . . . Phil Hall has been appointed special field publicity representative for Modern Film Distributors and Essanjay Films. The new Essanjay Films release, "The Beatniks," opened at the Oriental.

## CINCINNATI

Marg Wood, TV and radio columnist, Post and Times-Star, complained in a peppery commentary about the old movie fare being shown and the lack of imagination and initiative by TV producers. Local exhibitors, who are providing top entertainment throughout the year, were in hearty agreement with Miss Wood. . . . 20th-Fox's "The Diary of Anne Frank," at the suburban Valley, was accorded all-out praise by local newspapers. The premiere screening was sponsored by local chapter, Mount Holyoke College Alumni Association, and other groups have been booked for special nights during the scheduled four-week run. Ed Wynn, who spoke briefly at the opening, had a busy day here, with a press luncheon and TV appearances. . . . A preview screening of "The Five Pennies," sponsored jointly by Paramount and Dot Records, attracted more than a thousand area record dealers and exhibitors to the Valley. The screening was followed by a cocktail party at an adjacent nightclub, while 75 teenage school reporters enjoyed Cokes with Danny Kaye, star of the film, who mixed sage advice with a comedy routine. Among those attending were Paramount's Hugh Owen, vice-president in charge of sales; Joseph Friedman, exploitation; Michael Weiss, eastern division publicity department; and John G. Moore, eastern division manager. Exhibitors present included Mike Chakeres, Wally Allen, and Jack Haynes, Chakeres Circuit, Springfield, O.; Sam Levin, Sherwood Drive-In, Dayton, O.; and Lee Heidensfeld, Academy Theatres, Columbus, O. . . . A farewell party by 20th-Fox office personnel was one of several given for Robert McNabb, branch manager here for seven years, who transferred to Detroit as branch manager.

COLUMBUS, O., NEWS—State convention of the Independent Theatre Owners of Ohio will be held in Columbus Oct. 26, 27 and 28, it was announced by Ken Prickett, executive secretary. Prickett would like to hear immediately from Ohio theatremen on their choice of items to be covered and speakers. . . . Walter Burget, owner of the Lincoln Drive-In, Van Wert, O., is a new member of the Independent Theatres Owners of Ohio. . . . Oscar A. Doob, director of the special MGM "Ben Hur" publicity and exploitation unit, was here to meet the press in a dinner party arranged by Walter Kessler, manager, Loew's Ohio. Doob said the \$15 million epic will be shown in Columbus around Christmas as a reserved seat attraction. . . . "Around The World in 80 Days" at Hunt's CineStage, is being shown as a popular-price attraction. . . . Bernard Ginley, manager, Southern, has inaugurated the 12th season of reduced summertime matinee rates for children under 16. Children are admitted for 15 cents on weekdays. . . . Jack Keller, managing editor, Columbus Citizen, is theatre editor temporarily during the absence of Norman Nadel, hospitalized for a checkup. . . . J. Everett Watson, recently appointed advertising and publicity representative for Twentieth Century-Fox in the Cincinnati and Indianapolis exchange areas, was in Columbus to arrange a campaign for the showing of "South Pacific" at the World and Drexel.

## CLEVELAND

Jack Sogg, MGM branch manager has been notified by his son, Capt. Alan Sogg, of the Army Medical Corps, currently stationed in Frankfort, Germany, to be ready to greet a new granddaughter come next October. Mr.

(Continued on page 20)



**Jack Warner:****"To Meet the Demands of Today  
... and Tomorrow"**

In its recently announced 34 picture, \$85 million production program for 1959-60, Jack Warner, president of Warner Brothers Pictures, Inc., stated that stress had been placed on the acquisition of new and exceptional story properties. In the program there is a preponderance of famous novels and stage successes—a wholesale attempt by the studio to produce only the highest quality films.

The studio plans an upbeat marketing of its product with emphasis on the suitability of each subject for the foreign field as well as for the domestic. This universality of appeal has been a keynote in selection of story

property for filming. Seen here are products well along the way to the exhibitor, but still a fractional amount of the total. A majority of the films will be in technicolor.

Among the stage plays, proven successes, that will be transferred to film are "Look Back In Anger," by John Osborne, starring Richard Burton and Claire Bloom; "The Dark At The Top Of The Stairs," by William Inge; "Tall Story," the Lindsay-Crouse comedy hit, to be directed by Joshua Logan; "Fanny," by Marcel Pagnol, also to be directed by Joshua Logan and starring Audrey Hepburn and Maurice Chevalier; and "Sunrise At Campobello," Dore Schary's prize-winning play of the early life of Franklin D. Roosevelt.

Among the novels to be transformed into celluloid versions are "The FBI Story," based on Don Whitehead's book, to be produced and directed by Mervyn LeRoy and starring James Stewart and Vera Miles; "Cash McCall," from the book by Cameron Hawley, starring James Garner, Natalie Wood and Dean Jagger; "The Bramble Bush," from the novel by Charles Mergendahl; and "Ice Palace," from the book by Edna Ferber.

Other product in the works include "Ocean's 11," starring Frank Sinatra, Dean Martin, Sammy Davis Jr., and Peter Lawford; "Guns of the Timberlands," starring Alan Ladd, Jeanne Crain and Gilbert Roland; "Gold of the Seven Saints," to be produced and directed by Howard Hawks; "Moment of Danger," starring Trevor Howard, Dorothy Dandridge and Edmund Purdom; "Undercover Teacher," an expose as documented by a New York City newspaper; and "Splendor in the Grass," an original screen story by William Inge to be produced and directed by Elia Kazan.

Announcing the production schedule that has been definitely set thus far, Warner stated that in keeping with long-established company policy, the over-all program would remain elastic, to permit the inclusion of other important and timely attractions.

The new production schedule was termed as Warners' most important in the entire life of the company and was developed under the personal supervision of Warner and the guidance of executive vice-president Benjamin Kalmenson, vice-president Steve Tril-

ling, and Wolfe Cohen, president of Warner Brothers International Corporation.

The importance of developing new stars also was stressed.

"Our pictures are being given a production plus in the casting of exciting new personalities. The public has asked for new talent and in response we have developed new stars. Together with the long-established players we are presenting these new personalities in stories that give them stature and acceptance."

Warner declared that the company "is manned and geared to meet the demands of today and tomorrow."



Carroll Baker urges the horse to its best in "The Miracle," also starring Vittorio Gassman as a fellow gypsy.



Mary Ure and Richard Burton face an emotional crisis in a scene from "Look Back In Anger," a recent stage success.



Dean Jagger and Natalie Wood discover a heartening fact in "Cash McCall."



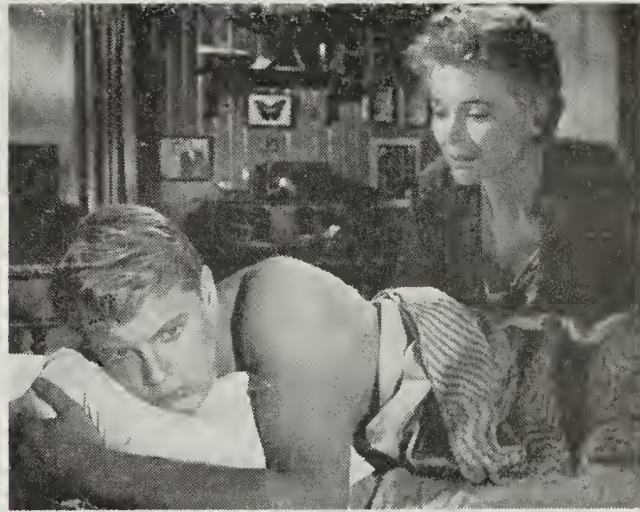
James Stewart and Vera Miles have something to discuss in "FBI Story."



Clint Walker plays the lead role in "Yellowstone Kelly," with Andra Martin and John Russell as the Indian chief.



Jack Carson and Angie Dickinson in a scene from "The Bramble Bush," to be photographed in Technicolor.



Troy Donahue and Dorothy McGuire have a misunderstanding in "A Summer Place."



**CLEVELAND** (Continued from page 18)

and Mrs. Sogg now have three grandsons. . . . The Salesmen's Club of Cleveland has not set a date for its annual picnic and baseball game at Sam Lichter's home. Reason is that Sam suffered an injured shoulder in a recent automobile accident and the picnic must wait until his throwing arm is in condition again. . . . The Cleveland Cinema Club, at its 43rd annual meeting, elected the following officers to serve during the ensuing year; president, Mrs. Joseph Anderson; first vice-president, Mrs. Crawford Million; vice-president, Mrs. Louis Zettlemeyer; secretary, Mrs. Paul Gebhart; treasurer, Mrs. Clyde Gilchrist. . . . Two pictures drew long boxoffice lines this week, while most indoor theatres were crying the blues. The two exceptions were "Al Capone" at the Allen and "Room at the Top" at the Heights Art. . . . Helene Kemelhar, formerly with Buena Vista, has joined the secretarial force of General Theatres.

**DALLAS**

The Texas Drive-In Theatre Owners Association has announced completion of plans to move the location of the offices of the association to the Dallas Trade Mart. The new association offices will occupy approximately 600 square feet. . . . Jimmie Leatherman has returned here from the Rio Grande Valley where he formerly was associated

with the Texas Border Theatres. R. N. Smith has once more taken over operation of the houses. . . . The sneak preview of Danny Kaye's newest picture, "The Five Pennies," set some kind of approval record with the audience at the Palace. Out of some 250 opinion cards filled out by previewers, there was not a single discordant note. The film was shown as part of Paramount's Summer Box-office Festival for exhibitors in this area. George Weltner, Paramount vice president in charge of world sales who conducted the festival stated: "I've attended many previews and always before the opinion cards have either been strong for or against—no middle ground. This is the first time I recall that there has been unanimous approval."

The Majestic is seeking a girl or young woman who thinks she can't be frightened. Forrest Thompson, manager of the Majestic, has devised what he believes is a proper test for this person's "frighten" level. The person selected will be the guest of the theatre at a special midnight showing of "The Horrors of the Black Museum." The gimmick is that there will be no one else in the theatre.

**DETROIT**

The Rex, Morenci, Mich., closed. Reopening date is Sept. 11. . . . Houses darkened without plans for reopening include The Sandra, Coleman, and Iris, here; the Durand, Durand; the Lake, Lake Odessa; the Roxy, St.

Charles; the Creek, Swartz Creek; the Glen Arah, White Cloud. . . . The Family, Grand Rapids is now being booked by Clark Theatre Service. . . . The August Sermoses are the parents of a boy. Sermos manages UDT's Cinderella. . . . Robert C. McNabb incoming branch manager for 20th Century-Fox gave a farewell party for outgoing Joe Lee who resigned after 34 years of service. He was presented with a gift of a \$100 bill. Said McNabb: "This is one he won't exchange." . . . July 16 has been selected as the date when Allied Theatres of Michigan Inc., will hold its annual summer outing. Mrs. Dorothy Cassidy will act as hostess. . . . The Grand Rapids Variety Club plans its annual outing Tuesday, July 21. At the same time the yearly Golf Tournament will be held.

**JACKSONVILLE**

The Florida began a summer series of Wednesday morning matinees sponsored by the Royal Crown Cola Company, the price of admission being six RC Cola bottle tops for each child attending the show. . . . In common with indoor houses of Florida State Theatres in 29 other Florida communities, the Edgewood and San Marco opened an eight-weeks' series of Thursday morning matinees for children in the suburbs, with liberal supplies of promoted free prizes. . . . Cecil Cohen's Murray Hill and J. H. Robinson's Arlington began the presentation of regular Saturday morning matinee programs. . . . Other local theatres were depending on good screen programs, air conditioning and stepped-up advertising programs to attract their share of summer fun seekers. . . . Bill Duggan, manager, Florida, West Palm Beach, was hospitalized for the correction of a spinal ailment. . . . Mrs. Sally King is a new assistant to Mrs. Bobbie Parrish, comptroller of Roy Smith's theatre supply firm in this city. . . . Concurrent with the closing of schools for the summer months, many local exhibitors stepped up their advertising and exploitation programs to attract more children and teenagers. . . . Bill Beck, managing director, Five Points, opened with "Sleeping Beauty" for a month's run. . . . Free door prizes were distributed to all women who attended a special "ladies morning matinee" to see Susan Hayward in her new starring vehicle, "Woman Obsessed". . . . French Harvey, head, Florida State Theatres concessions department, has a mascot who attracts bird-watchers to the busy FST warehouse. He is "Buttercorn," a South American mynah bird who talks, sings, and whistles.

**NEW HAVEN**

Maurice Bailey, head of Bailey Theatres, has put summertime vacation price policy in effect for "South Pacific" engagement at the Whalley, charging 90 cents for children 12 and under at all shows except Saturday

## Film Exchange and Dealer Listing for the INDIANAPOLIS FILM TERRITORY

A CONTINUING SERVICE • that will be re-edited and re-published at 8-month intervals

### • Film Distributors

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Br. Mgr.: Edward Spiers. Office Mgr. and Booker: Russell N. Bleeke. Sales: Norman Linz. Emerg. Phone: States Film Service, MEIrose 8-3531.

**BUENA VISTA (Disney), 443 N. Illinois St.—MEIrose 4-5494**

Rep.: T. O. Dillon. Emerg. Phone: ATwater 3-5966.

**COLUMBIA, 432 N. Illinois St.—MEIrose 4-8408**

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**STATES FILM SERVICE, INC., 429 N. Senate Ave.—MEIrose 8-3531**

Pres.: Meyer Adlemon. Treas.: P. K. Wessel.

**20TH CENTURY-FOX, 326 N. Illinois St.—MEIrose 4-5581**

Br. Mgr.: Howard Kinser. Sales: K. L. Dotterer, William Zoetis. Booker: Jeonne Fober. Cashier: Waldo A. Michel. Field Exp.: J. E. "Watty" Watson. Emerg. Phone: None.

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**UNIVERSAL-INTERNATIONAL, 517 N. Illinois St.—MEIrose 4-5452**

Sls. Mgr.: Phil Sherman. Office Mgr.: Milt Ettinger. Sales: Frank Warren. Booker: James Robison. Emerg. Phone: Ettinger, CLifford 5-1139.

**WARNER BROS., 215 E. New York St.—MEIrose 4-3581**

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**FALLS CITY THEATRE EQUIP.—427 S. 3rd St., Louisville, Ky.—JUniper 4-7559****GER-BAR, INC.—442 N. Illinois St.—MEIrose 4-1727****NATIONAL THEATRE SUPPLY—436 N. Illinois St.—MEIrose 4-4517** Emerg. Phone: CL 5-5825

### • Signs, Advertising and Printing

**ADVERTISING SPECIALTIES CO., 323 N. Delaware****ALEXANDER FILM CO., 6487 Broadway****AFFILIATED ADVERTISING DISTRIBUTORS, 443 N. Illinois St.—MEIrose 4-9546**

### • Film Delivery Services

**BRADFORD FILM TRANSIT CO., 120 Tippecanoe St.—MEIrose 4-6112** Emerg. Phone: Chapel 4-4506, 4-4611**INDIANA FILM TRANSIT CO., 220 N. Osage St.—MEIrose 4-4453****KATO THEATRE SERVICE, P. O. BOX 291, Elizabethtown, Ky.—ROckwell 5-6836**

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**ALTEC SERVICE CO., 4427 Indiana—MEIrose 2-2031****RCA SERVICE CO.—MEIrose 2-3321**

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Watch for them!

**NEXT!**

**Omaha Territory**

Issue of July 8

**Memphis Territory**

Issue of July 15

Save them!



nights. Teen-age students are charged \$1.25 at all performances except Saturday nights. General Saturday evening admission is \$2. . . . Morris Kepper and Lou Lipman have a new policy in effect of screening main feature first Sundays through Thursdays at the Mansfield Drive-In. . . . Sperie Perakos, general manager, Perakos Theatres Associates, announced new policy at the first-run State, Jewett City, Conn., screening only one performance nightly, Mondays through Fridays, main feature shown at about 8:15 p.m.

**HARTFORD, CONN., NEWS**—The Pickwick, Greenwich, Conn., has been sold by the Guardian Life Insurance Company of America to Prefect Theatres Inc., Dover, Del., for \$229,928. Unconfirmed reports indicate that the theatre will be converted into bowling alleys. . . . Harry Feinstein, Stanley-Warner northeastern zone manager, has promoted Leonard A. Kupstas, formerly assistant manager at the Strand, New Britain, Conn., to managership of the Strand's sister theatre, the Embassy, succeeding Edward J. McCloskey, who has left the industry. Kupstas is replaced as Strand assistant by Oscar Boyajian. Joseph Miklos is S-W New Britain city manager. . . . The first-run, deluxe S-W Strand, Hartford, is experimenting with an Early Bird 50-cent policy, in effect from 10:30 a.m. to 12 noon, weekdays, in an effort to boost matinee attendance. The regular 60-cent afternoon policy resumes at 12. Evening admission is 90 cents. . . . Mario Aronne, supervisor of Community Theatres' Art and Lyric, had a sound truck in the streets, playing tunes from "The Benny Goodman Story," in conjunction with Lyric's U-I revival bill. . . . Ernie Grecula, State, Torrington, Conn., termed a recent double-bill, consisting of "Compulsion" and "I Mobster" as strictly R-H-R-S!!! In smaller-size type, Grecula explained: "Red hot, rough stuff!!!". . . . Ray McNamara, Allyn Theatre, tied-up with a riding stable to send an appropriately-bannered horse through downtown traffic for revival run of Paramount's "Shane."

## NEW ORLEANS

Bob Corbitt succeeds Irving Paley as publicity and advertising director at Paramount Gulf Theatres. Corbitt has been with United Paramount, recently with Florida State Theatres, Jacksonville, Fla., on Kermit Carr's staff who is now president of the local chain. . . . Fern and Albin Randall shuttered the indoor Joy, Woodville, Miss. They will concentrate on the operation of their Fern Drive-In in that town. . . . The Joy, Melville, La., after a brief closing by Mrs. Justine Harvey, has resumed operation under the new ownership of T. E. Willis manager of the local Panorama, Willis appointed Stewart Hall to be in full charge with the exception of booking of films, which will be handled by Waddy Jones of Joy Theatres. . . . E. D'Amores, manager of the Joy, Churchpoint, La., acquired its ownership from Joy Theatres. . . . James Smith shuttered the Sandersville, Miss., house. . . . Gulf States Theatres, Inc., McComb, Miss., assumed complete control of management-operation of the Don Drive-In, Alexandria, La., for which they had been doing the buying and booking for Mrs. Frankie Johnson, owner-manager. . . . The reopening date of the Holiday Drive-In has been pushed back to July 5. Intermittent inclement weather continues to impede the work of black-top surfacing. . . . J. R. Grainger, former president of the defunct RKO Pictures Corp., was in town to introduce Inter-Continent Releasing Organization's product, a new company of which he is head. Associated with him is Benedict Bogeaus,



Richard Keleher, Hartford, Conn., veteran of Korean War's Pork Chop Hill episode, recalls moments with Lou Cohen, manager, Loew's Poli, left, and Bill Brown, UA promotion executive, in conjunction with UA's "Pork Chop Hill," Keleher and wife were hosted at dinner and screening.

also a former RKO official. . . . Floyd P. Murphy, territory distributor of "Let's Go To The Races," a series of featurette boxoffice stimulators, has joined Howco Pictures of Louisiana sales force. He will continue to handle the Race films. . . . The neighborhood Fox in the busy shopping section of Gentilly—Elysian Fields, is giving "the shoppers a treat to come out of the heat" by opening the doors daily at 1:00 p.m. . . . "Natchez Trace" Panorama Pictures, headed by Mississippi exhibitors A. L. "Lloyd" Royal, Meridian, and Tom Garraway, Prentiss, will premier in forty theatres staged in towns along the "Natchez Trace," which extends from Nashville, Tenn., down to Natchez, Miss., a distance of four hundred fifty miles. WOMPI installation banquet was held on June 20 at the St. Charles Hotel. Miss Jane Ella Moriarty has taken over the duties as the club's first lady to reign during the 1959-60 term of office. Other officers to be inducted were Mrs. Carmen Smith, first vice-president; Mrs. Della Favre, second vice-president; Alma Lee Maholland, corresponding secretary; Ida Kos, recording secretary; and Mrs. Anna Sinopoli, treasurer. . . . Emmett Flowers is the new owner, Grovehill, Grove Hill, Ala. J. G. Broggi will do the buying and booking. . . . Allied Artists assistant general sales manager Arthur Greenblatt visited the local branch. . . . Gulf States Theatres reopened the Holiday Drive-In, Gonzales, Fla. . . . Alfonso Authement, new owner, reopened the long shuttered C. G. Theatre, Dulac, La.



Shown above are the newly elected Women of the Motion Picture Industry of New Orleans for 1959-60. Seated, left, Jane Ella Moriarty, president; and Mrs. Carmen Smith, first vice-president; and, standing, from left, Mrs. Della Jean Favre, second vice-president; Alma Lee Maholland, recording secretary; Ida Kos, corresponding secretary; and Mrs. Anna Sinopoli, treasurer.

## PHILADELPHIA

His many industry friends were happy to learn that James P. Clark, head, Clark Film, was recuperating nicely from his recent attack from overwork. . . . Condolences are extended to Jack Weiss, independent film distributor, upon the recent death of his father. . . . The Daniel Boone Hotel, which includes the Park Theatre, Reading, Pa., has been sold by the Park Reading Corporation to a recently incorporated company "1016-24 Penn Street Inc." for \$200,000. The new company is headed by a group of local attorneys including Samuel R. Liever, LeRoy Hyman and James M. Potter. The theatre, which has been closed since May, may be turned into a shopping center. . . . Emanuel S. Rosenberg, Reading Pa., theatre manager for many years, is now with American International in an exploitation-publicity capacity. . . . Milgram Buying and Booking Service is now handling the Walton, Philadelphia. . . . Irwin Ullman, formerly with the Fabian interests in the Albany, N. Y., area, has been named general manager of the Lincoln and Andalusia Drive-Ins by Neil Hellman. . . . The Tower and the Uptown both had rock n' roll stage shows last week. . . . A seven alarm \$200,000 fire wrecked Robert Abel and Arthur Silber's Wendy, Darby, Pa., and surrounding buildings. Fortunately, the theatre, which was only on week-end operation basis, was not occupied at the time.

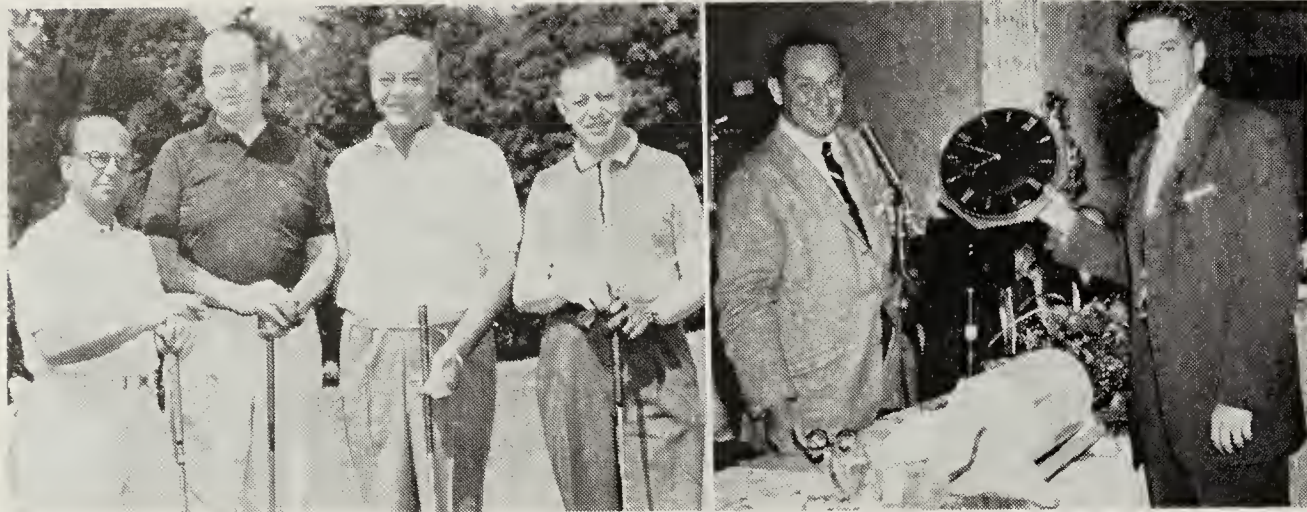
## PORTLAND

Rex Hopkins and Dean Matthews were among Evergreen managers attending the Seattle meeting recently. The conference included a boat trip to Victoria, B.C. . . . Oscar Nyberg, Fox-Evergreen chief, was here on an Oregon-Washington tour. He conferred with Rex Hopkins, district manager here.

## ST. LOUIS

At Fort Leonard Wood, Mo., Army Theatres Numbers Two and Four, which were closed for repairs and remodeling, reopened. . . . The Midway Drive-In, on U.S. 61 between Lilbourne, Mo., and New Madrid, Mo., was taken over by G & M Theatres, owned by Lindy Mitchem and associates, Lilbourne. . . . The Linn, Linn, Mo., closed for the summer. . . . The Abbey, Abingdon, Ill., closed. . . . The Ritz, Van Buren, Mo., closed for the summer. . . . The Anna, Anna, Ill., closed for the summer with the opening of the Anna Drive-In. . . . Construction work is being pushed on the new Thunderbird Drive-In here, which is being built by the Jablonow-Komm Theatres. . . . A number of officers and members of Variety Club attended an open house held at the newly remodeled Catholic Woman's League Day Care Center. Variety help raise the \$83,000 necessary to make the renovation possible, taking care of the expansion of the playground area at an estimated cost of \$20,000. . . . Harry Hoff has succeeded William C. Earle as manager of the local branch of National Theatre Supply. Earle has retired. . . . Wayne Smith, owner, Egyptian Drive-In, Herrin, Ill., is convalescing from injuries sustained while horseback riding. . . . H. P. Vinson, who operates other drive-ins, has leased the Sunset Drive-In, Paducah, Ky., from H. R. Thomas. . . . The heavyweight championship closed circuit TV bout between Paterson and Johansson will be shown at Loew's State with the scale \$4 general admission, and \$5 for loges, tax included. . . . Blanche Komm, widow of Dave Komm, motion picture theatre owner and operator, has opened a new travel agency office.





The boys were in good form recently at the eighth annual Cinema Lodge B'nai B'rith golf tourney at Briarcliff Manor, New York. Seen, left, are Nat Fellman, Ned Shugrue, George Dembow, and Max Fellerman, while on the right are Martin Levine and Ed Fabian with clock won by the latter.

## SALT LAKE CITY

The Salt Lake Tribune-Salt Lake Kiwanis Club benefit premiere of Walt Disney's "Sleeping Beauty," Villa, was a huge success and assured training aid to a number of future teachers of handicapped children. . . . A free "senior citizens" showing of "It Happened to Jane" was held at the Uptown by the Old Folks Central Committee in conjunction with the Salt Lake Kiwanis Club. . . . Jim Smith is the new house manager at the Capitol. . . . Bill Wright has been appointed to assist at the Gem, a Utah Drive-In Corporation house managed by Warren Bunting. . . . Winners of a Mother-Daughter Contest sponsored by the Uptown in connection with the showing of "Imitation Of Life" were announced as a local school teacher and her daughter, a rheumatic fever victim.

## SAN ANTONIO

John Wayne was a visitor here following a trip to Bracketville, Tex., where he inspected the location site for his forthcoming epic "The Alamo". . . . Norman Schwartz, manager of the Aztec, had a special price for teachers and students of elementary schools attending the showing of "The Truth About Women." In groups of 15 or more, the admission price was half the regular price. . . . Gregory Peck headed a Hollywood contingent in for "Pork Chop Hill". . . . "Miss San Antonio" was crowned on the stage of the Majestic in a contest sponsored by the Junior Chamber of Commerce. . . . Toots Johnson and Bud Nash, who both have their own dancing studios, combined to present a dance revue on the stage of the Majestic last week for one night. . . . Filming of "Little Buckaroo" movies will resume in Pipe Creek, Tex., next month. Kellis Dibrell is president of the new Traildrivers Productions Co., which is slated to produce some 26 of the films. . . . The Portland Drive In, near Corpus Christi, Tex., has been reopened for the season. . . . The Rivoli, San Benito, Tex., has a new facade. . . . E. L. Walker, Harry McKenna, and Horace Falls, are making repairs to the screen tower of the Red River Drive In at Texarkana, Tex., which suffered heavy damages in a heavy wind storm. . . . August J. Valentine has purchased the Baker and the Sky-Vue Drive-In, Lockhart, Tex., from L. J. Piwetz who had operated

the two theatres for more than 17 years. Valentine in turn sold his Dusk Drive-In at Georgetown, Tex., to O. A. Englebrecht and the Frontier Theatres, who operate the Palace, Georgetown, which he had operated for the past seven years. Valentine, treasurer, Texas Drive-In Theatre Owners Association, will move his family to Lockhart. . . . The only theatre in Honey Grove, Tex., the modern 500 seat Grove, was in ruins following a \$125,000 fire that leveled the building. . . . Lloyd Hutchins recently sold the Texas Drive-In at Navasota, Tex., to Howard Robb. Hutchins purchased the drive-in about 18 months ago from Mrs. Walter Matney. Hutchins plans to move with his family back to Cortez, Colo. . . . Suspended sentences were given to two 18 year old youths at Laredo, Tex., in 49th District Court following a trial on charges of having burglarized the Fiesta Drive-In near Laredo. . . . The Tascosa Drive In, Amarillo, Tex., recently gave a benefit showing of two motion pictures to aid the Palo Duro High School choir with expenses for a trip. . . . Elmo Hooser, operator, Sunset Drive-In, Munday, Tex., has opened for the summer season. . . . L. D. Sipes has opened the Brahma Drive-In at Kingsville, Tex. . . . The 56th District Court awarded M. K. McDaniel, operator of the La Marque Drive In at La Marque, Tex., \$1,750 in his suit against the Pan American Productions Co. McDaniel sued the company for damages of \$25,000 for drilling an oil well in April, 1952, less than 200 feet from a barn on his property. . . . Paul West has announced that it will take two or three weeks to rebuild the tower of the Pampa Drive-In, Pampa, Tex., which was destroyed by a fire. The 55 foot tower and screen were completely destroyed in the wind swept fire.



George Weltner, center, Paramount vice-president in charge of world sales, at the Metropolitan, Washington, D.C., recently received from George C. Gilman, national president of the Navy League, the organization's scroll of honor awarded to "Don't Give Up The Ship," as Dina Merrill, one of the stars of the Jerry Lewis film, looked on.

Damages were estimated at \$16,000.

The State, operated by the Interstate Theatre Circuit, and the Nacional operated by the Zaragoza Amusement Company, are operating only on Fridays, Saturdays and Sundays. . . . The Empire has instituted a vaudeville-film policy and is the only theatre in the city offering stage shows. . . . Construction of a 1,000 seat theatre to take the place of the LaNora, Pampa, Tex., which was destroyed in a fire recently, is scheduled to get underway within the next 90 days. Paul West, manager, Video Independent Theatres, said the new theatre will be built a block and a half from the site of the old LaNora. . . . John Wayne has hired John Ford to direct Wayne in his scenes for "The Alamo" the film which Wayne's Batjac company has scheduled for shooting at Brackettville, Tex. next Sept. 7. The movie's \$6,000,000 budget makes it the biggest on the planning boards. . . . H. S. McMurphy stepped down from the office of mayor at Dumas, Tex and will devote more time to the operation of the Evelyn and Prairie Drive-Ins. . . . Don Gilbert and Russell Enlow of Dalhart, Tex have reopened the El Rancho Drive-In and closed their La Rita. Their other deluxe house, the Mission remains open.

The first open air showings of "Around the World in 80 Days" to be held in Texas were at the Rigsby, San Pedro, Towne Twin, Circle 81 and Mission Twin. There will be only one showing nightly of the film with admission \$1 for adults, juniors are 50 cents and children under 12 are being admitted free. . . . Any copy, paperback or hard cover, of a book by Sir Arthur Conan Doyle, entitled the holder to attend a special preview of the new film, "Hound of the Baskervilles," at the Aztec. Books accepted were presented to the Brooke Army Hospital at Fort Sam Houston. . . . Bill Farnsworth has been appointed assistant city manager for the Cinema Arts Theatres. He was formerly associated with the Interstate Theatre Circuit in Fort Worth, Tex. . . . Bill Blankenship, formerly manager of the Josephine, has taken over similar duties at the Laurel. . . . Paul O'Dell has closed the Star, Orange Grove, Tex. . . . John Flache, owner and operator of the Alameda and Fiesta Drive Ins, Lamesa, Tex., has been elected mayor of Lamesa. His friends in the industry interpret the winning as a definite swing in favor of the movies over television. His opponent in the mayor's race was the owner of the town's leading television sales and service company. He operates theatres in San Antonio and El Paso, Tex., and Las Cruces and Albuquerque, N.M. . . . The 281 Drive-In Hamilton, Tex., which had been closed for remodeling has been reopened. The ozoner features a swimming pool, wading pool for toddlers and pool-side speakers so patrons can swim and enjoy the film at the same time. The concessions building has also been remodeled. The drive in is owned by Mrs. Harold Strand and her son Harold Jr.

## WASHINGTON

Showell's, Ocean City, Md., is now open full time. . . . Moonlight Drive-In, Halifax, Va., reopened. . . . Devon Club, Luke, Md., closed. . . . The 340 Drive-In, Waynesboro, Va., reopened. . . . The Federal, Federalsburg, Md., reopened. . . . The Avenue and the Center, Rehoboth Beach, Del., reopened. . . . The Wardley, Callao, Va., closed. . . . The Diamond, Selbyville, Del., closed. . . . The Port, Williamsport, Md., closed. . . . The Imperial, Brunswick, Md., closed. . . . The Lee, Appomattox, Va., closed. . . . The Everett Middletown, Del., will close for a week and reopen June 27.

**PROGRESSIVE ELECTRIC  
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•  
**Theatre Installations  
and Maintenance**

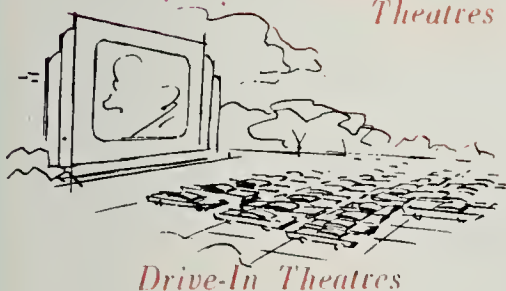




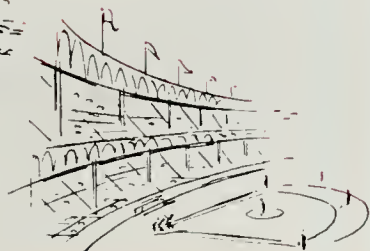
*A Custom-Styled  
Service . . . to Fit  
ANY Location!*



*Legitimate  
Theatres and Motion Picture  
Theatres*



*Drive-In Theatres*



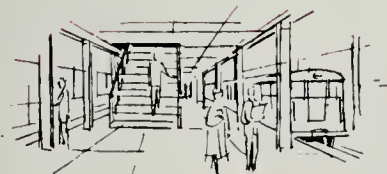
*Baseball Parks and  
Football Fields*



*Bus and  
Railroad Stations,  
Turnpikes*



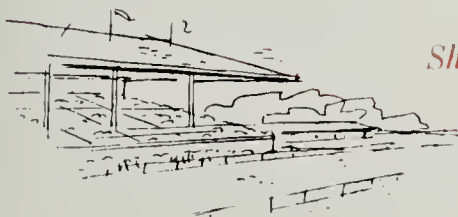
*Airports*



*Subways*



*Shopping Centers,  
Factories  
Supermarkets*



*Race Tracks*

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1924

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# ABC

## VENDING CORPORATION

*35th  
Anniversary  
Issue*

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1959

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**Congratulations**

**A. B. C.**

**on your 35th Anniversary**





# ORIGIN, BACKGROUND, HISTORY and ORGANIZATIONAL PLAN of ABC VENDING

## 1. EXECUTIVE KNOW-HOW

The roster of ABC Vending Corporation's top management reads like a Who's Who of this fast growing, rapidly expanding industry. Benjamin Sherman, Jack Beresin, Benjamin and Manuel Smerling, Major Louis H. Klebenov, Samuel A. Alesker, Leo Beresin—these are names to conjure with. Pioneers and leaders in their field, they constitute a highly respected battery of talent in the vending, restaurant, theatrical, and food distributing fields.

That these leaders, from such top organizations as Berlo, Confection Cabinet, and the historic Sanitary Automatic Candy Corporation, all predecessor companies or top divisions of the present ABC Vending Corporation, should be united in the present organization was perhaps inevitable. Like, it is said, seeks like, and these leaders in this highly competitive field naturally came together to pool their talents, synchronize their far-flung service organizations, combine their various skilled staffs of technicians, creating thereby one of the strongest, most versatile organizations in this burgeoning industry.

In 1926 occurred the historic meeting between Charles O'Reilly and another leading motion picture exhibitor, Benjamin Sherman, which was to start a chain of events that culminated in the formation of ABC Vending Corporation. Sherman was strolling down New York's Third Avenue one hot summer afternoon in the early Twenties and stopped by a theatre marquee to watch a group of children operate

the penny-in-the-slot gum machine. Why not slot machines for five and 10 cent candy items, he thought, placed inside theatre lobbies for the convenience of patrons. Thus was born an entirely new, and for that day, daring concept of automatic confection merchandising. Sherman's organization was soon operating in 32 of New



**BENJAMIN SHERMAN, Board Chairman**

York's finest theatres on the east side of Manhattan and in Harlem.

He and O'Reilly pooled their resources in 1927 and founded Sanitary to attend theatre stands. Several major theatre circuits and hundreds of independents signed up and a new industry was on its way. The success of Sanitary led naturally to an association with another and even older leader in the field, Berlo Vending Company, headquartered in Philadelphia and serving several states along the eastern seaboard. In 1947 they joined forces to form ABC and 165,134 shares of common stock were sold to the public. Combined sales that year amounted to \$24,000,000. In 1958, ABC's sales totaled \$65,000,000, an increase of more than 151 per cent.

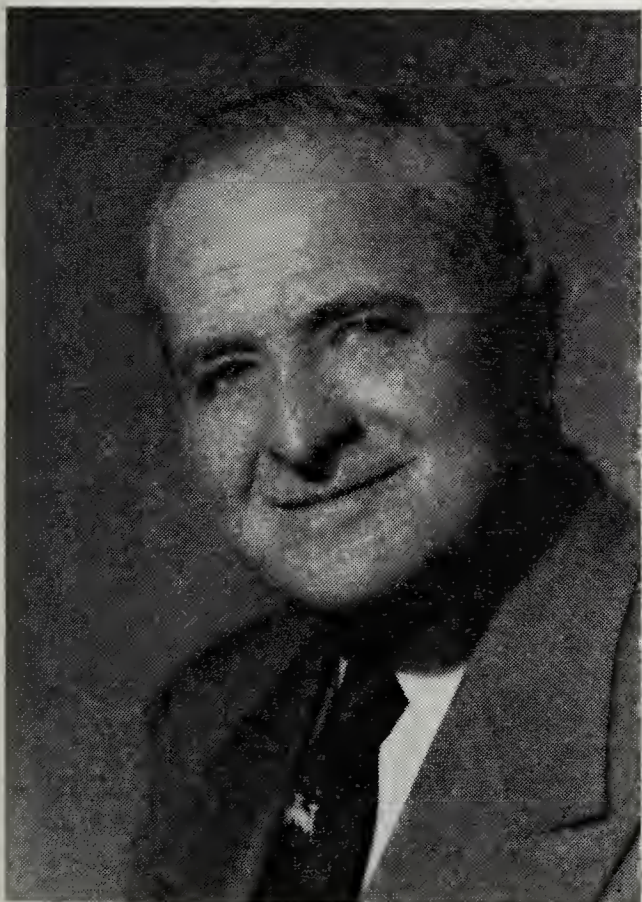
Sherman is proud of the success of the corporation which, with Jack Beresin, he helped to found. He is equally interested in the various charities to which he gives much of his time, executive skill, and substantial contributions. Closest to his heart is the United Home for Aged Hebrews in New Rochelle, N. Y., which he heads as president. He is also vice-president of the

Hebrew National Orphan Home in New York.

Sherman began serving the public in his father's stable, dispatching a fleet of nearly 200 horses and wagons delivering merchandise all through New York City. He never dreamed then that he would one day direct a company whose delivery trucks, numbered in the thousands, would be operating in nearly every state of the union.

Jack Beresin is president of ABC Vending Corporation, and has been president and operating head of the Berlo Vending Company since its inception in 1924. A native of Philadelphia, he started out in the field of concession sales and merchandising by an indirect route having taken over the candy stand operation in the Philadelphia Metropolitan Opera House in order to raise his salary as secretary to the manager under producer Oscar Hammerstein, Sr. Together with Edward Loeb, at that time assistant manager of the Met, Beresin branched out into the many activities of concession business. This involved the preparation and sale of candy, soft drinks, popcorn, food, and all other items that can be sold where the public gathers. His operations became more varied and national in scope, but Jack Beresin has always clung to the principle of "Service and Quality to the Public" as his cardinal business creed and most fundamental and profitable policy.

Beresin devotes considerable time to charitable endeavors, particularly in aiding handicapped children. He was on the original committee which founded the



**JACK BERESIN, President**



**LOUIS H. KLEBENOV, Vice-President**



## A TRIBUTE TO CHARLES L. O'REILLY

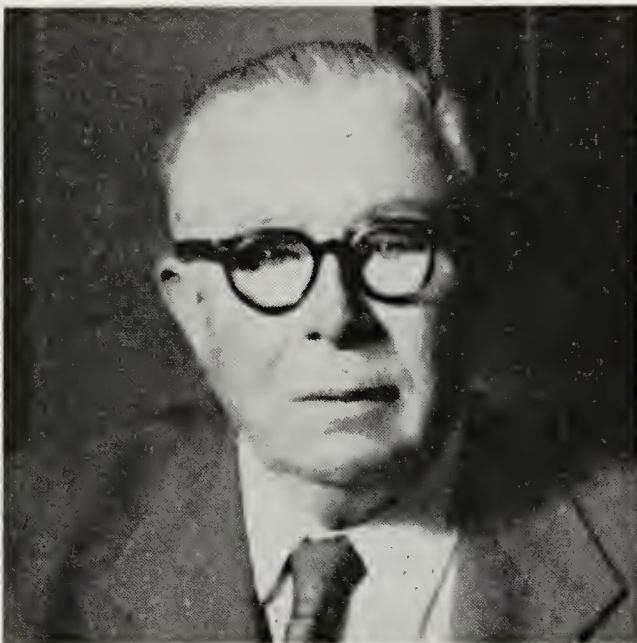
Charles L. O'Reilly, a New Yorker born and bred, before his death was the senior member of the ABC group. Many years ago, he became interested in the early-day nickelodeons; interested, first, and soon after, disturbed. Germ-infested, with few or no sanitary facilities, these early theatres had candy-butchers hawking usually unsanitary confections up and down the aisles.

"I was no crusader," said O'Reilly much later, "but I knew something had to be done about these makeshift movie dens, and I determined to have a hand in it. It didn't take much imagination to see that the moving picture had a tremendous future, and that the unhealthy conditions would have to be eliminated. I had seen and been shocked by the unsanitary, and often dishonest, handling of confections in the nickelodeons. I was soon convinced that providing good-quality refreshments, under sanitary conditions and in full measure for the patrons' money, could become a profitable operation."

O'Reilly pressed the fight for better sanitary conditions and was instrumental in securing passage of a New York bill limiting the showing of motion pictures to theatres with a minimum of 600 seats, plus suitable aisles, fire exits, and proper sanitary conditions. The

industry was growing by leaps and bounds, and O'Reilly decided the time had come to enter it actively.

In 1912, he built the 68th Street Playhouse,



first of the deluxe showcases, installed a pipe organ to augment the traditional piano, and offered reserved lounge seats, at premium prices. "Charlie" was then elected president

of the Motion Picture Exhibitors Chamber of Commerce and initiated a successful campaign to end blue laws prohibiting Sunday movies. The Sunday afternoon family trade led to a boom in concession service. In addition to the traditional candy, popcorn, and soft drinks, sandwiches and ice cream were made available at popular prices.

In 1926, O'Reilly and Sherman met. They were both exhibitors, but both saw an opportunity to enter, indeed to help establish an exciting new partner to the theatre. Just a meeting of two exhibitors with faith in their industry and their own skills, but on that day was launched a business which, aided and abetted by their friend Jack Beresin and his Berlo Vending, was to become the fabulous ABC Vending Corporation.

Charles L. O'Reilly was a true pioneer, armed with the vision to see what this new medium of entertainment could become in the years ahead. The business he helped found is still growing. No longer based on theatre service alone, it encompasses operations at all functions where people gather to travel, to thrill to sporting events, or just to enjoy themselves. So, a well deserved tribute to the late Charlie O'Reilly, who helped tell a story that will always be an epic of American enterprise.

Shriner's Hospital for Crippled Children and has devoted more than 25 years to active work with Variety Clubs International, two years as international chief barker. He is also on the boards of many other hospitals and charity groups, is a director of the Federation of Jewish Agencies, and has received the Heart Award from Variety's Tent 13 and a citation from Philadelphia's Hero Scholarship Fund.

Leo Beresin, ABC vice-president and board member, was born in Philadelphia in 1897. He graduated from Jefferson Grammar School and the Old Central

High. During high school, he worked, as did brother Jack, at the Metropolitan Opera House under Oscar Hammerstein, Sr. checking wardrobe, selling programs, etc. Graduating high school in 1915, Beresin took a job as a stenographer with the Philadelphia Reading Railroad and then went with the Texas Oil Company as stenographer. Following an honorable discharge from the U. S. Navy, he devoted his full time to the concession business, beginning in 1919. That same year, he married and now has two sons and two grandsons.

Leo is a life member in the Masonic Order as well as the Elks, Variety Club, Motion Picture Associates, Har Zion Synagogue, American Legion, Green Valley Country Club, B'nai B'rith, and other organizations. His hobbies outside of business and family, are golf and bridge.

Louis Klebenov has been a director of ABC Vending Corporation from its inception and is now vice-president, member of the executive committee, and general manager of ABC's New England operations with offices in Cambridge, Mass. He was born and lived in Fitchburg, Mass., until he entered Harvard College. Klebenov entered into partnership with Benjamin Sherman and Charles L. O'Reilly in 1930, forming Interstate Automatic Candy Corporation, which operated concessions in

all New England states. He was general manager and treasurer. He enlisted in the Army in 1942 and was chief procurement officer, New York Chemical Warfare Procurement District, with the rank of Major. After leaving the Army in 1945, he returned to the general manager post and joined with Sherman and O'Reilly in Sanitary for the purpose of organizing ABC Vending with Jack Beresin.

Klebenov has lived in Newton, Mass., for the past 22 years. He is married and the father of one son, now attending the University of Chicago.



LEO B. BERESIN, Vice-President

### SORRY, NO PHOTOS!

At presstime, no useable photograph or biographical data were available of Mr. Benjamin Smerling, First Vice-President; or of Mr. Manuel Smerling, Vice-President in charge of Mid-Western activities.



SAMUEL A. ALESKER, Vice-President



# ORIGIN, BACKGROUND, HISTORY and ORGANIZATIONAL PLAN of ABC VENDING (cont.)

## 2. THE COMPONENTS THAT PRODUCE THE WHOLE

ABC Vending Corporation's oldest and largest subsidiary, 35 years old this year, is the Berlo Vending Company of Philadelphia. This firm was the keystone of the merger which formed the consolidated company in 1947.

Today's ABC serves some 2,700 theatres, 420 suburban drive-ins, plus airline, bus, and railway terminals through their more than 100 distribution centers. Also served are leading sports arenas throughout the country as well as in-plant feeding installations in leading industries, factories and office buildings throughout the East and Middle West.

Another predecessor company of ABC is the Sanitary Automatic Candy Corporation, founded back in 1926 by the late Charles L. O'Reilly and Benjamin Sherman, chairman of ABC's board. Sanitary operated stands in theatre lobbies and was a success from the start, winning the large theatre circuits, plus hundreds of de luxe independent theatres, to their first con-

tracts for concessionaire feeding. The company was also the first to install coin-operated vending machines in theatres.

In the depths of the depression, the company provided refreshments at Billy Rose's famous "Jumbo" which packed New York's old Hippodrome for years. The success of this operation led directly to a contract in cooperation with Berlo Vending Company of Philadelphia, already servicing theatres along the eastern seaboard, to provide the food and refreshments at the Fort Worth International Fair in Texas, for which the entertainment also was provided by Billy Rose. In turn, this successful operation led to the handling of confections and beverages at the New York World's Fair.

By this time, automatic coin-operated vending machines, already well established in theatres, were spreading rapidly into other fields. Thoroughly tested at the World's Fair, they were constantly improved until they won public acceptance.

ABC Vending Corporation, now embracing Confection Cabinet Corporation, as well as Berlo Vending and their many subsidiaries, occupies today a highly respected position in the field of mass feeding and automatic vending.

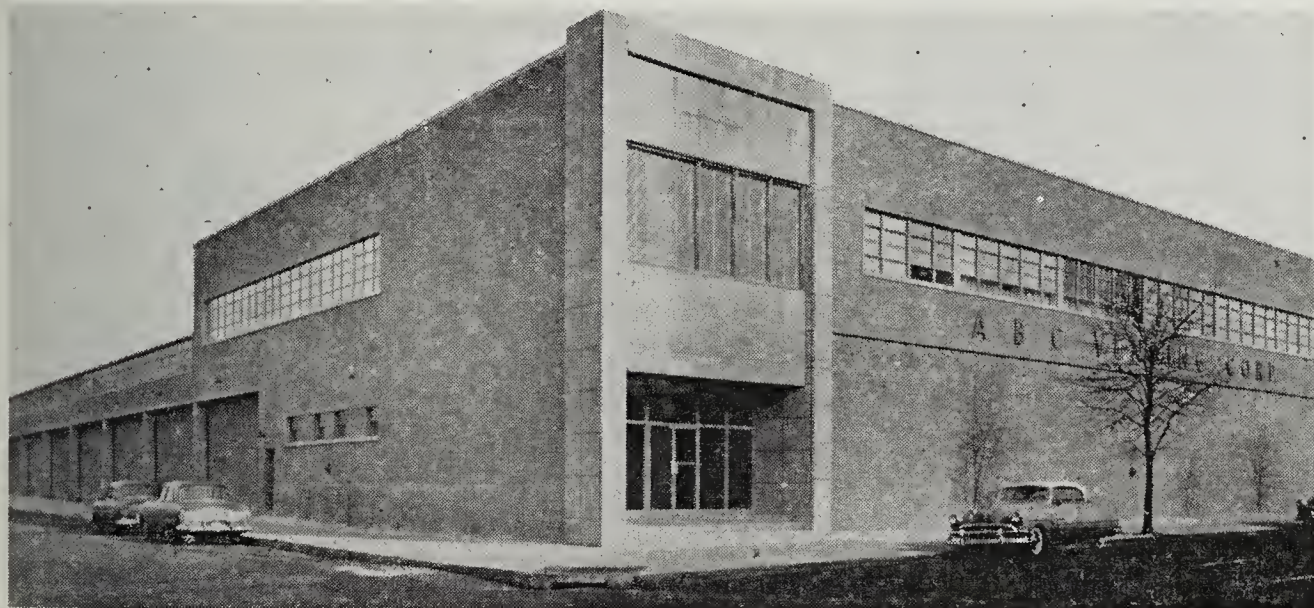
Now a multi-million dollar corporation, ABC was the first to combine manual and automatic service in installations where both methods are required. Its growth since its incorporation in 1947 has been phenomenal. With its subsidiaries, it operates nearly 4,000 vending machines throughout the nation; it is the nation's number one producer of popcorn, and is serving the public in virtually every field of spectator sports, as well as providing refreshments for travelers on subways, railroads, busses, motor cars, and air lines.

Indeed, ABC is a strong and united whole that draws much of its strength from the diverse operations of its component parts. The company's many subsidiary operations, while quite dissimilar on the surface, have one basic characteristic in common—they are all designed to serve the public wherever people work, travel, and seek amusement.

ABC Vending Corporation and the entire vending machine industry have moved forward in the past decade to new highs in sales and earnings. Despite the 1958 recession, the industry is in a stronger position today than ever before. Most observers look forward to a still further expansion of automatic feeding.

Whichever of the many services ABC's customers may utilize, they can always be sure that they are receiving the best services and the best merchandise, at the most reasonable prices, that one of the nation's most respected corporations can provide. It is this policy, rigidly followed ever since ABC was founded, that is responsible for ABC's success.

The soundest of business maxims, for all of ABC's components, is superior service, the best merchandise, fair prices, and alert, honest management.



The principal executive offices of ABC Vending Corp., Long Island City, N. Y. This structure also encompasses a warehouse, manufacturing facilities (popcorn and beverage syrups), repair shop and truck loading platforms, and contains 65,000 square feet of floor space. Similar modern buildings are strategically situated in each service area.

## This Is the ABC VENDING CORPORATION:

### 9 OPERATING GROUPS

- AUTOMATIC DRINK DIVISION (Long Island City, N. Y.) • CONFECTION CABINET DIVISION (Chicago, Ill.; Detroit, Mich.; St. Louis, Mo.; Los Angeles, Calif.; Newark, N.J.) • METROPOLITAN DIVISION (Long Island City, N. Y.) • NEW ENGLAND DIVISION (Cambridge, Mass.; New Haven, Conn.) • NORTHWEST DIVISION (Portland, Ore.) • OHIO TURNPIKE DIVISION (Cleveland, Ohio) • PACIFIC COAST DIVISION (San Francisco, Calif.) • PEOPLES SERVICE NEWS (SUBWAY) (New York, N. Y.; Philadelphia, Pa.) • SCHENECTADY DIVISION (Schenectady, N. Y.)

### 34 PRINCIPAL SUBSIDIARIES

- Apex Beverage Corp. of New York • Apex Beverage Corp. of Massachusetts • Apex Beverage Corp. of Pennsylvania • Beverage Vending Corp. • Berlo Vending Company • Confection Cabinet Corp. • Arizona Confection Cabinet Corp. • Florida Confection Cabinet Corp. • Louisiana Confection Cabinet Corp. • Michigan Confection Cabinet Corp. • Mississippi Confection Cabinet Corp. • Ohio Confection Cabinet Corp. • Tennessee Confection Cabinet Corp. • Texas Confection Cabinet Corp. • Illinois Refreshments, Inc. • Asbury Drive-In Refreshments, Inc. • Morris Plains Drive-In Refreshments, Inc. • New Brunswick Drive-In Refreshments, Inc. • Pontiac Drive-In Refreshments, Inc. • Quincy Drive-In Refreshments, Inc. • St. Clair Drive-In Refreshments, Inc. • Union Drive-In Refreshments, Inc. • Custard-land, Inc. • Fresh Pack Candies, Inc. • Speedway Refreshments, Inc. • Superior Beverage Corp. • Pacific Automatic Candy Corp. • Raceway Concessions, Inc. • Charles Sweets Concession Co. • ABC Vending Corporation (Canada) Ltd. • ABC Vending Corporation of Cuba S. A. • ABC Vending Corporation of California (66 2/3% owned) • Reputable Service Corp. (75% owned) • Binocular Rental Corp.

### 6 AFFILIATES (50% Owned)

- Southern Automatic Candy Co. • Tri-State Automatic Candy Corp. • Merchandising Corp. • Supurdisplay, Inc. • Supurmatic Vendors, Inc. • New York Popcorn, Inc.



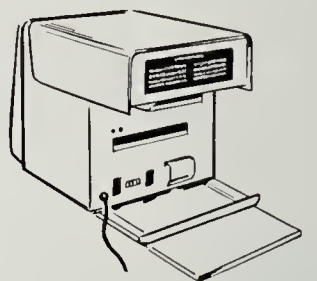
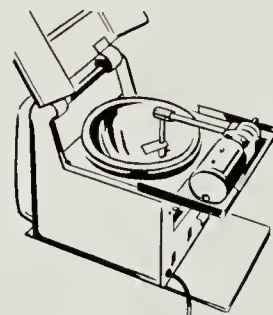
INTRODUCING THE  
NEW

# Buttercup<sup>®</sup> DISPENSER



DEPTH — 18¼"  
WIDTH — 11½"  
HEIGHT — 14¾"  
115V, 3 WIRE GROUNDED  
7' CORD, 5 AMPERES

- All steel construction . . .
- Improved accessibility . . .
- Hinged metal top cover . . .
- Protective masking . . .
- Stainless steel bowl . . .
- Stationary pump primer . . .
- Bonderized — Rust proof . . .
- Enameled back . . .
- Easy-to-clean service tray . . .
- Warning pilot light . . .
- On-off switch . . .
- Service light . . .
- Complete operating instructions  
on metal plate . . .



Buttercup trip activator.  
Easily adjustable rapid melter. Sales register.

Complete new, modern design — Colors: etc. — Serves as a  
constant pleasing, attracter with maximum sales appeal —

Its color and animation will be the most attractive part of  
your concession display — Indirect lighting spills over on the  
newly styled BUTTERCUP copy — Simplicity itself in cleanliness.

## AND MERCHANDISER

To comply with the demand for additional  
Buttercup Advertising, we have created  
the Buttercup Merchandiser.

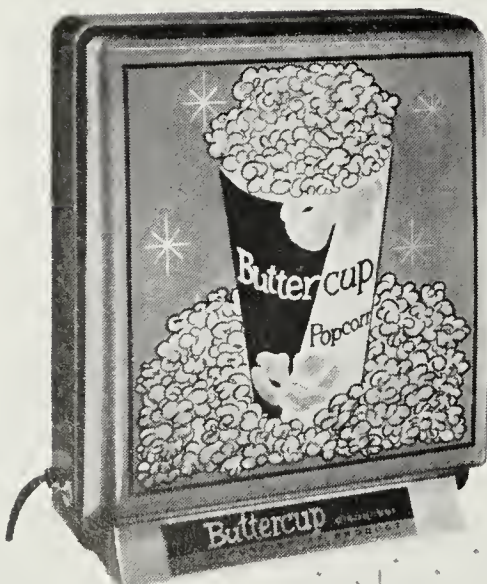
Exact reproduction in size, color and  
animation of the new Buttercup Dis-  
penser front.

You can secure one or more merchandisers

with each Buttercup Dispenser you order.

You can hang it on the wall, or place it  
anywhere on your concession stand.

You get double or triple attention to your  
buttered popcorn through the merchan-  
diser. In addition, you improve the over-  
all appearance of your concession area.



**SUPURDISPLAY INC.**

1324 W. WISCONSIN AVE. MILWAUKEE 3, WISCONSIN

telephone

Division 4-3403

*Congratulations to ABC Vending Corp. on 35 years of progress*

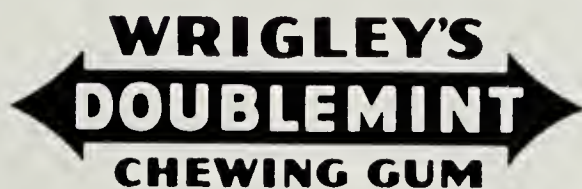


We appreciate the fine cooperation of our many valued customers in the theater concessions field, and will do our best to merit its continuance.

**On This Occasion, We Want to  
Extend Our Congratulations to  
ABC**

for 35 years of service to theater owners, to theater patrons, to us and other suppliers. We salute you for 35 years of successful merchandising which have proved that  
IT PAYS TO FEATURE THE FAVORITES

•  
**The Wrigley Company**  
*makers of*





# ORIGIN, BACKGROUND, HISTORY and ORGANIZATIONAL PLAN of ABC VENDING (cont.)

## 3. SERVICE AREAS AND TYPES OF SERVICES

ABC Vending Corporation is an international operation, its 110 distribution centers dotting the map of America in 36 states from coast to coast, in the District of Columbia, and from southern Canada to the Gulf of Mexico. The map below gives some idea of the far-flung nature of the operation.

In many of these distribution centers, the company maintains warehouses, which are serviced by direct shipments from national or local suppliers. Occasionally, a truck or freight car carries a shipment to two or three different warehouses in the same geographical area. At other times, a single truck will pick up merchandise from two or more factories representing local or national brands used by the company, and make a full truck load delivery to a warehouse. Most of the warehouses operate their own fleets of trucks, and they may vary in number from two to 40, depending upon the number of locations to be serviced in each area.

ABC is the nation's largest manufacturer of popcorn, which has become a staple in America's amusement diet. The company maintains many popping centers through-

out the country to service theatre customers and others who provide outlets for the popular item. Almost all warehouses have a popping plant, comprising from four to 24 popcorn kettles on an assembly line. Oil is brought in by the drum (155 gallons). Salt comes in 100-pound bags and is cooked in with the corn. Warehouses and popping centers maintain a strict standard of cleanliness, with no merchandise ever touched by human hands in the cooking, packaging or shipping. Health tests and periodic medical examinations are standard procedure for all processing employees. It is interesting to note that while all states insist upon strict adherence to sanitation laws, the laws themselves differ from state to state. At each warehouse and popping center location, the manager, familiar with local ordinances, sees to it that they are followed.

The variety of items warehoused creates varied storage problems. Proud of its reputation for freshness, ABC employees make sure that popcorn is stored in a cool atmosphere. Candy bars must be stored in temperatures under 80 degrees. Refrigeration storage is provided where necessary,

particularly in southern warehouses. Meats are kept in walk-in refrigerators or in freezers. Pre-popped corn is packed in moisture-proof bags after popping, and each bag is dated. Every outlet rotates its stocks, uses the oldest merchandise first, and this never more than two weeks old.

In each warehouse area, trucks are loaded with varied merchandise the night before delivery and are garaged under lock and key over night. Early the next morning, the fleets are on the road, with stops for delivery scheduled throughout the territory serviced. Trucks drop off a load at each location, and this is checked in by theatre personnel or locked in a storage room by the driver, who may have a key to the premises he serves.

In reality, ABC Vending Corporation services from these modern, well equipped warehouses and popping centers some 83 million customers, for that is the number of hungry Americans and Canadians that fill the theatres, sports arenas, military installations, supermarkets, airports, and other operations sporting the ABC insignia.

Customer satisfaction is ABC's most precious product, and that satisfaction must originate at these 110 distribution centers.

## 37 Warehouses and 110 Distribution Centers in 36 States, Canada and Cuba•

ARIZONA: Phoenix. CALIFORNIA: Los Angeles and San Francisco. COLORADO: Denver. CONNECTICUT: Bridgeport, Hartford, New Haven, New London, Stamford and Waterbury. DELAWARE: Wilmington. DIST. OF COLUMBIA: Washington. FLORIDA: Miami and Tampa. GEORGIA: Atlanta. ILLINOIS: Chicago and Collinsville. INDIANA: Evansville, Fort Wayne and Indianapolis. IOWA: Cedar Rapids, Davenport, Des Moines, Marshalltown and Sioux City. KENTUCKY: Fort Campbell and Louisville. LOUISIANA: Baton Rouge and New Orleans. MAINE: Portland. MARYLAND: Baltimore, Cumberland, Hyattsville, and Hagerstown.

MASSACHUSETTS: Boston, Lawrence, Lowell, New Bedford, Springfield and Worcester. MICHIGAN: Detroit and Grand Rapids. MINNESOTA: Minneapolis and St. Paul. MISSISSIPPI: Amory and New Albany. MISSOURI: Kansas City and St. Louis. NEW HAMPSHIRE: Dover, Manchester, Nashua and Portsmouth. NEW JERSEY: Atlantic City, Camden and Newark. NEW YORK: Binghamton, Buffalo, Endicott, New York, Niagara Falls, Poughkeepsie, Rochester, Schenectady, Syracuse and Wappingers Falls. NORTH CAROLINA: Charlotte. OHIO: Akron, Canton, Cincinnati, Cleveland, Columbus, Dayton, Lima, Toledo and Youngstown. OKLA-

HOMA: Oklahoma City. OREGON: Portland. PENNSYLVANIA: Allentown, Altoona, Erie, Harrisburg, New Kensington, Philadelphia, Pittsburgh, Reading, Scranton and York. RHODE ISLAND: Newport, Pawtucket, Providence and Westerly. TENNESSEE: Chattanooga, Memphis and Nashville. TEXAS: Dallas and Houston. VERMONT: Burlington and Montpelier. VIRGINIA: Buena Vista, Norfolk, Richmond and Roanoke. WEST VIRGINIA: Charleston, Fairmont and Huntington. WASHINGTON: Seattle. WISCONSIN: Milwaukee. CANADA: Montreal and Toronto. CUBA: Havana.





it's simple at ABC....



## because ABC uses tried and proved **Vendo** equipment

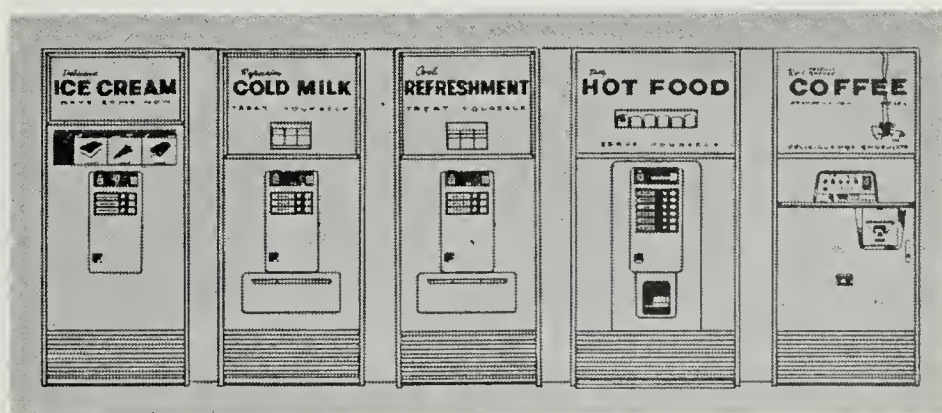
Wherever people gather, they welcome food and refreshment that is right at hand.

VENDO equipment serves cold refreshing milk, delicious ice cream, hot freshly-brewed coffee, tasty hot foods, cold drinks . . . automatically! With VENDO machines, the finest in food and refreshment items are always available — at the drop of a coin, the touch of a button.

**THE Vendo COMPANY**

7400 EAST 12th STREET • KANSAS CITY 26, MISSOURI

WORLD'S LARGEST MANUFACTURER OF AUTOMATIC MERCHANDISING EQUIPMENT





# ORIGIN, BACKGROUND, HISTORY and ORGANIZATIONAL PLAN of ABC VENDING (cont.)

Many of ABC's more than 100 distribution centers are also warehouse locations. The company, which prides itself on the variety of items it provides for customers in roofed and drive-in theatres, military installations, bus, train, and airline terminals, sports arenas, factories and office buildings, and other such operations, must store these items in a great variety of ways.

Of primary importance are speed, freshness, and sanitation, among many other considerations. Warehouses operate their own trucking fleets, ranging from as few as two to as many as 40 vehicles. Each warehouse serves a particular area, with a radius of operation that might encompass several states.

Of course, many of the suppliers providing various concession items to ABC are national brand manufacturers, but the corporation does not ignore local suppliers. As a matter of fact, some of its facilities are completely locally supplied because of their very nature. It is assumed that the manager in each distribution center is the best judge of his own customers. If a local brand of rolls, meats, dairy products, etc.,

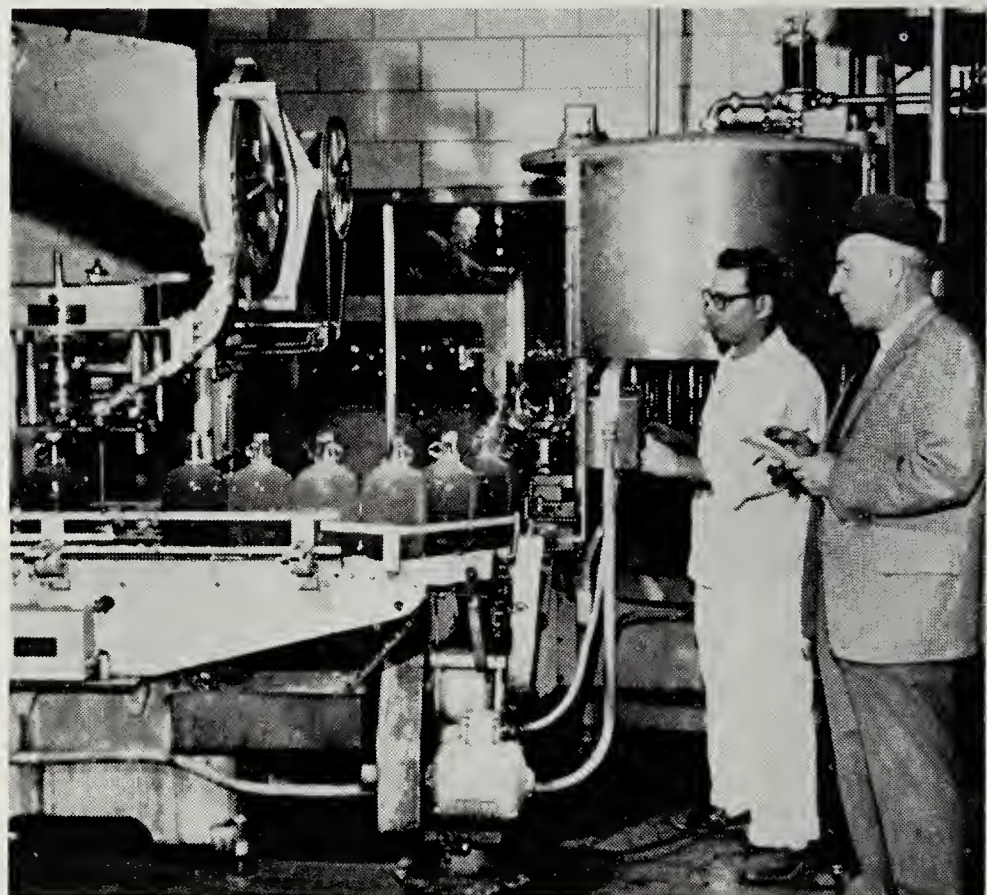
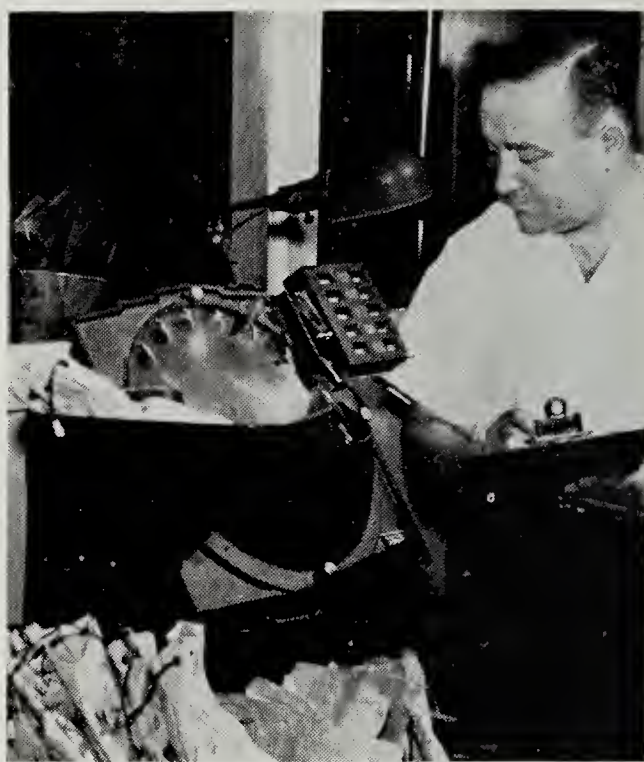
has built itself a reputation for quality over the years, and has found wide acceptance with the public in that area, it may be used by ABC in preference to some national brand provided to customers in another area.

Each item provides its own warehousing problems. Items sensitive to temperature changes and/or moisture must be stored with strict control maintained over these variables. Many of the modern, well-equipped points of sale include huge walk-in freezers and refrigerators for meat and dairy products. A well-trained staff of experts in the concession field operates each distribution center.

Naturally, the feeding of more than 80 million persons is a big job, and the well-trained personnel extends all the way to the stand operation level. Some of the same storage problems that exist in a warehouse face the point of sale, in less volume, and personnel must know how to cope with them.

From warehouse to truck to stand to patron, ABC dedicates its efforts to servicing a nation at work and play with quality,

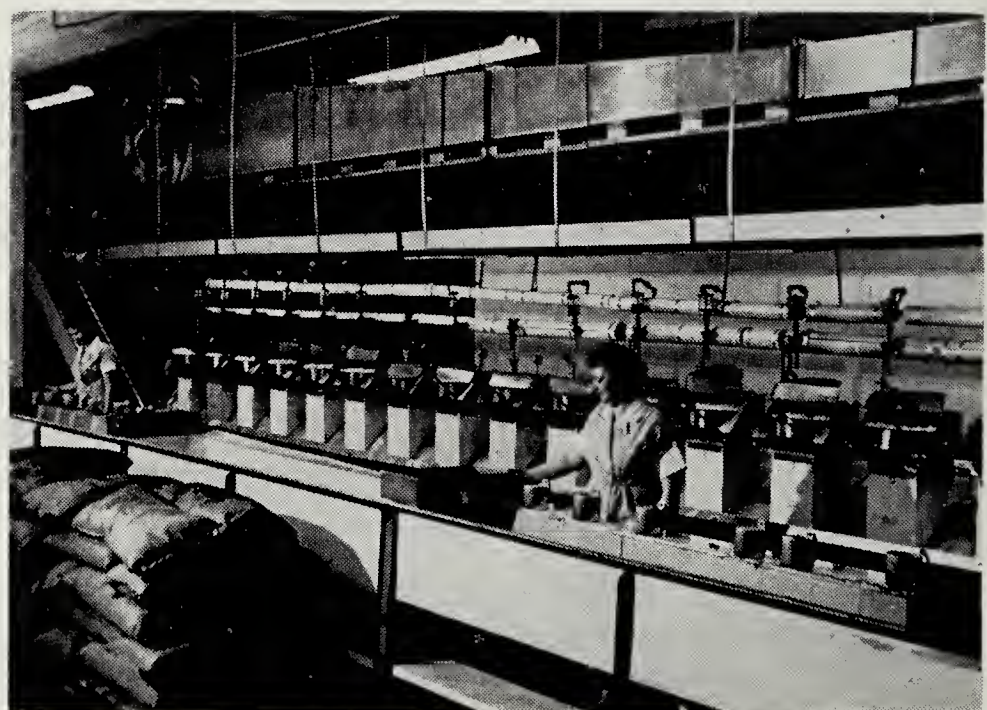
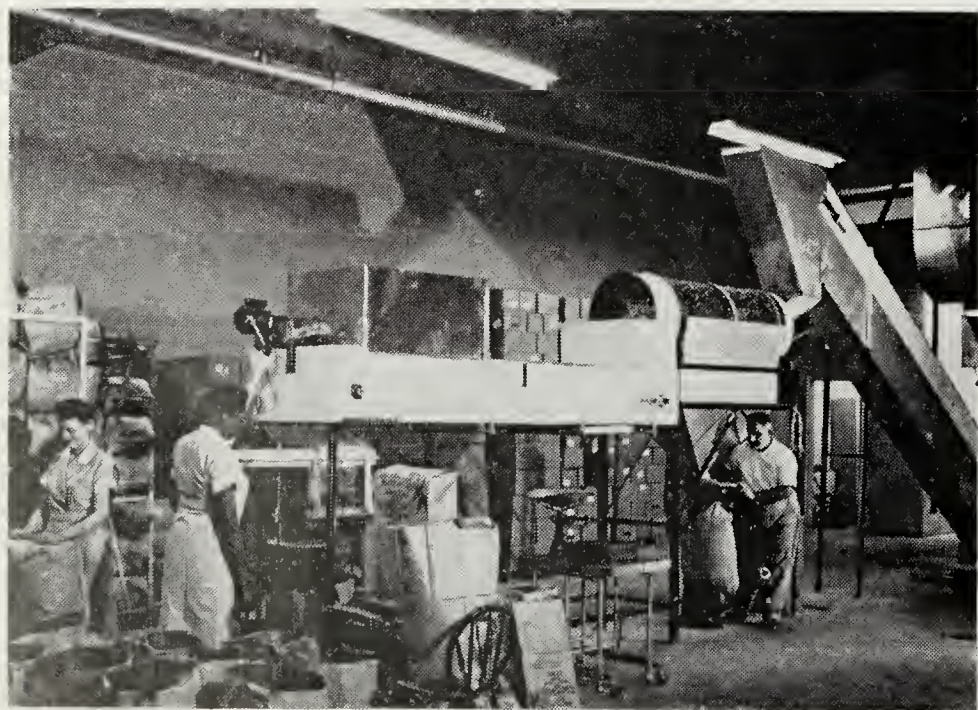
variety, sanitary procedures, and courtesy. On such homely virtues are successful enterprises launched and built.



## IN EACH WAREHOUSE:

ABC's warehouses in many of the distribution centers throughout the U. S. and southern Canada handle a variety of operations, including trucking, the

bottling of beverage syrups, and, of course, the popping of corn, all accomplished under strictest codes of cleanliness and sanitation, in accordance to ABC policies. The coin counter (top) is equally important.





It's GOOD BUSINESS to feature....

# HERSHEY'S



*FIRST-in favor and flavor®*

# APCO, inc.

Congratulates

## ABC VENDING CORPORATION

on the occasion of its  
35th Anniversary

AUTOMATIC

*Soda Shoppe*

SOFT DRINK CUP DISPENSERS

AUTOMATIC

**COFFEE SHOPPE**

COFFEE AND HOT BEVERAGE DISPENSERS



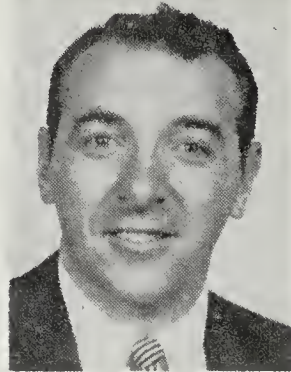
# ORIGIN, BACKGROUND, HISTORY and ORGANIZATIONAL PLAN of ABC VENDING (cont.)



**SAM RUBIN**  
Stands Department,  
New York



**PETER E. POTO**  
Drink Division Head,  
Boston



**SAMUEL J. COVINO**  
Office Manager, Boston



**CLYDE H. FINNEY**  
Manager, Drink Division,  
Charleston, W. Va.



**ED HARLOW**  
Manager,  
Charleston, W. Va.



**FRANK CATANZARO**  
Outdoor Operations,  
Boston

## 4. TYPICAL PERSONNEL

The key personnel in ABC Vending Corporation's regional units consists of men of long association with the company and prominent in civic and community affairs. Many have been with the company for 20 years or more and virtually have grown up with the organization. Most important, ABC's regional executives are respected in their own communities and well versed in local conditions. Their knowledge of customer likes and dislikes, particularly in the field of deciding between various suppliers, has afforded ABC a solid foundation of experienced manpower on which to build a sound service organization.

Take Irwin L. Shenker for example. Branch manager in Cleveland, Shenker started in 1936 and, except for three years in the army, has been with the company ever since. Shenker is one who really has his roots in the business. His father, Max Shenker, was an exhibitor from the time Irwin was four years old until his father entered the concessions business in 1932. Says Irwin, "My entire background is theatres and concessions." He was educated at Western Reserve University. He is married to the former Annette Newman of Cleveland. He was chief barker of Variety Club Tent Six; and has served on the tent's crew continuously since 1947.

Another 20-year-plus veteran is Alvin Friedlander, manager, ABC's Cleveland stadium and racetrack division. He was born in Pittsburgh; and went to work for the company in 1937 in the Cleveland area. Shortly after being made branch manager in Youngstown, Ohio, he entered the army for four years. In 1950, he took over the management of the Cleveland stadium concessions and shortly thereafter the management of the racetrack operations. He is married to the former Anita Rosen and has three children.

Peter K. Moser, Miami branch manager, has an unusual background. He was a

member of the French underground during the war; and spent three years in a Nazi concentration camp. As he phrases it, he was "privileged" to enter the United States in May, 1948. He attended Temple University while working as a bellhop, delivering newspapers and driving a meat truck. He joined the company in 1950 working as snack bar attendant at the Family Drive-In, Clifton Heights, Pa., and later, becoming manager of the concession stand. After two years' service in U.S. Intelligence Service in Europe, in 1953 he was made manager of its facilities at the Lincoln



**RALPH PRIES**  
Roofed Theatre Stands,  
Eastern



**JERRY SLASS**  
Drive-In Theatre Stands,  
Eastern

Drive-In, largest in the Philadelphia area. While working seven nights a week, he spent five days a week in the Berlo office learning administrative details. In October, 1955, Berlo opened a territory in Miami, Florida, and he was assigned to operate the Miami Seaquarium. Since then, the company has expanded greatly there.

E. DeAgostino, manager of Altoona, Pa., has been with the company more than 20 years having started in Pittsburgh, his home town. He has been in Altoona more than 17 years. He is married and has three children, two boys and a girl. His wife is the former Helen S. Schettig, of Carrolltown, Pa.

Atlanta born Ralph W. Pries, a graduate of Georgia Tech with a BS degree, joined Berlo Vending Company in 1951 as southeastern division manager and is now vice-president of that subsidiary. He went into the theatre equipment business with National Theatre Supply Company in various branch offices beginning with San Francisco, Los Angeles, Des Moines, and then Philadelphia. In San Francisco he met the former Jessie Porton, a native Californian, and they were married in 1943 in Fresno and set up housekeeping in Los Angeles. They now have three children, Carolyn, 13; Michael, 11, and Patricia, eight. Pries has worked with many charity projects including the Red Cross, the United Fund, and Allied Jewish Appeal. He is a former president of the Georgia Tech Club of Philadelphia; a former chief barker of Variety Club Tent 13, and for the past five years an international representative of VCI covering tents in several states. Presently, he is on the board of directors of the Variety Club Camp for Handicapped Children. He is vice-president of Main Line Reform Temple. He is also former chairman of the Philadelphia Chapter, National Foundation for Infantile Paralysis; and is presently serving a fourth year as Pennsylvania State chairman for The March of Dimes.

The Richmond, Va., branch is managed by Paul Mezzy, one of the younger managers in the organization. He is 28 years old. Mezzy joined the company in 1950 in the Philadelphia office where he remained until 1957 when he was transferred to Richmond. He attended the Simon Gratz High School in Philadelphia and the Charles Morris Price School of Advertising.

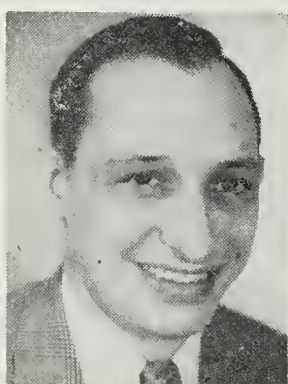
Ed Harlow is branch manager in Charleston, West Virginia; and has been with the company for 13 years. He is married and the father of six children, five boys and one girl.

M. Sachs, Baltimore, Md., joined in

(Continued on page ABC-31)



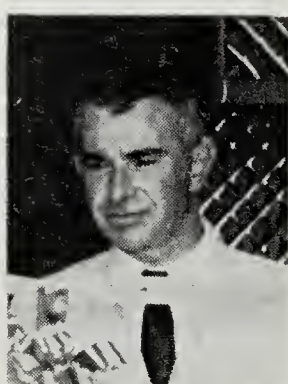
**ALBERT GARFIELD**  
Branch Manager,  
Youngstown, O.



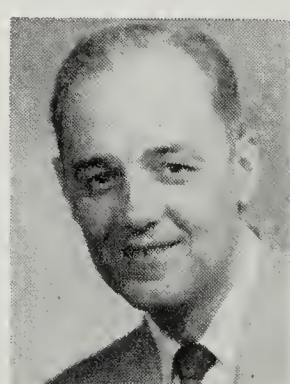
**IRWIN L. SHENKER**  
Branch Manager,  
Cleveland



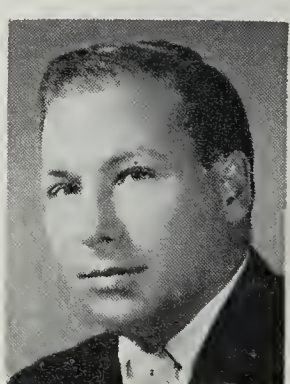
**PAUL MEZZY**  
Branch Manager,  
Richmond, Va.



**M. SACHS**  
Military Concessions, Inc.,  
Baltimore, Md.



**E. DeAGOSTINO**  
Manager, Altoona, Pa.



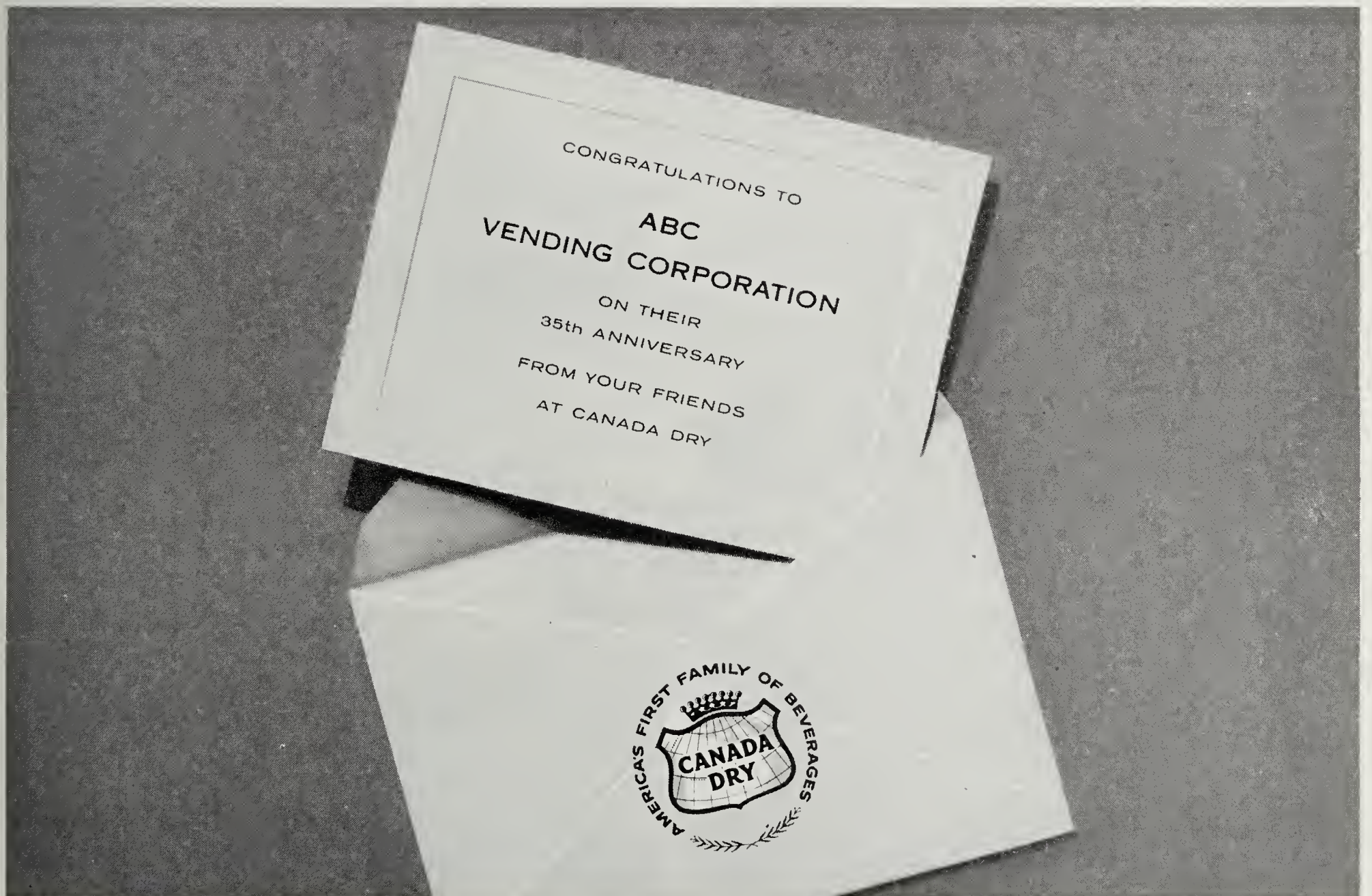
**PETER K. MOSER**  
Branch Manager,  
Miami, Fla.





**NEW 15c**  
**THEATRE**  
**PACKAGE**  
**72**  
**COUNT**

**H. B. REESE CANDY CO., Hershey, Pa.**





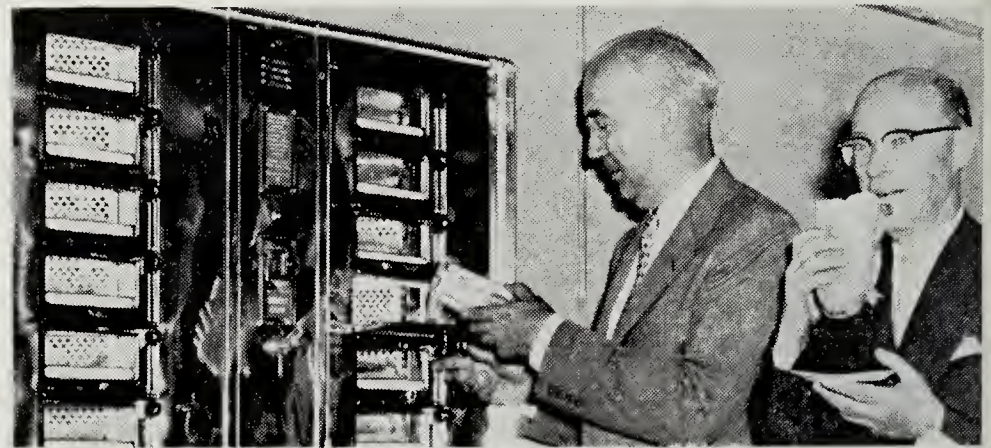
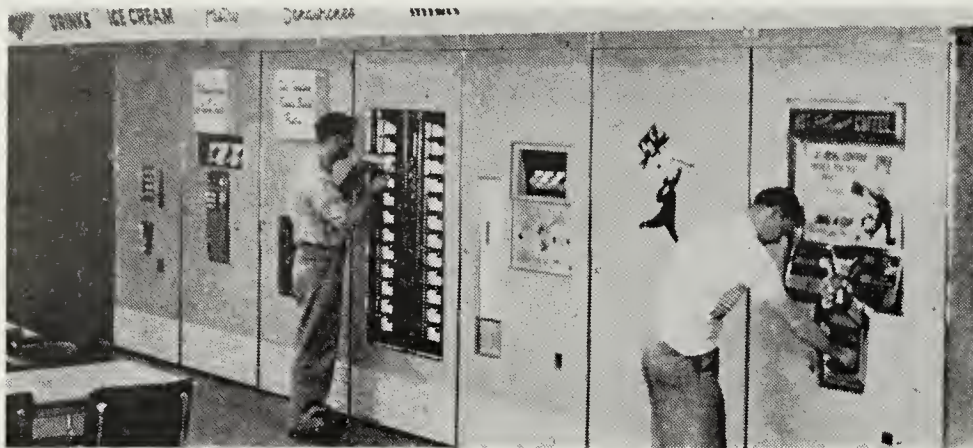
# DIVERSIFIED IN SERVICE

## 1. VENDING MACHINES

Automatic vending of food and beverages, as well as of other items comprise an im-

portant and ever-growing facet of ABC's operations. The convenient, labor saving "silent salesmen" are perfect for the off-

hour purchases of a great variety of products and are still to reach their full potential in modern merchandising.



## 2. PERSONALLY ATTENDED LOBBY STANDS IN THEATRES

The theatre is still ABC's largest single customer and attractive stands manned by

trained and courteous personnel are a necessary adjunct to any exhibitor's opera-

tion, as well as being a source of extra profits.

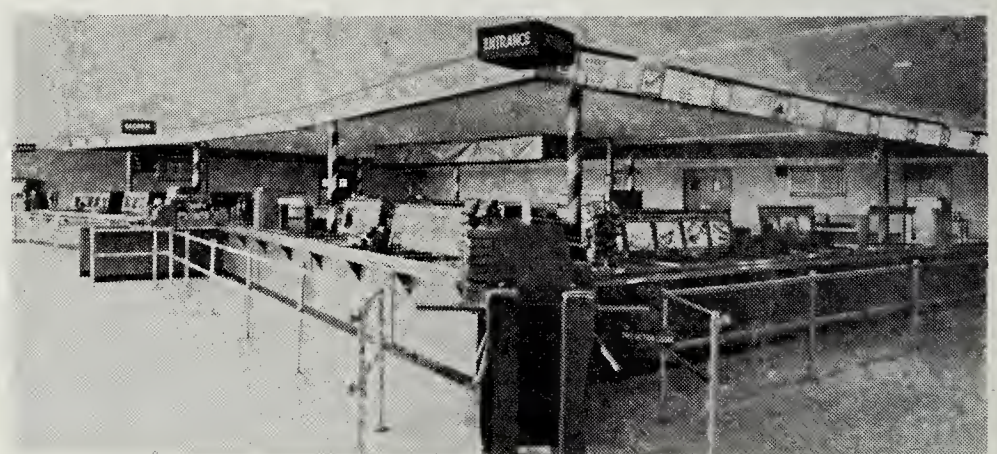


## 3. DRIVE-IN THEATRE STANDS AND FOODMOBILES

The outdoor theatre is the country's fastest growing entertainment medium, and huge

concession areas have become a major part of drive-in operation. In addition, food-

mobiles serve patrons in their cars during the show.



## 4. IN-PLANT FEEDING OR JUST COFFEE-BREAKS

ABC's in-plant feeding division keeps adding customers and the company provides

factories, office buildings, and institutions with complete food facilities and vending

machines to care for the lunch-hour rush or the quick snack.





# 35 years... and aren't you glad it shows!

You can't hide 35 years of fine service . . . and we know it because we've worked with the ABC VENDING CORPORATION a long time! It's been wonderful . . . and we just want to say, "Happy Anniversary" from all of us at THE NESTLÉ COMPANY.



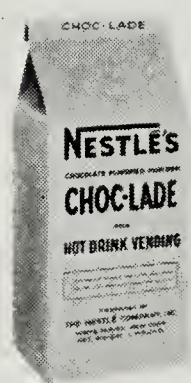
Superior quality instant coffee with fresh roasted flavor and aroma.



The only complete whole milk hot cocoa mix for dispensers that aerate mechanically.



Sparkling clear, aromatic and delicious.



Basic hot cocoa mix with Nestlé's famous flowing flavor.



Odorless, free-flowing, with true creaming quality.



Nestlé's Bars, the ultimate in chocolate bar goods — rich, delicious.

THE QUALITY NESTLÉ PRODUCTS THAT HAVE BEEN SERVED SO WELL!



**GOETZE'S**  
PRONOUNCED "GETS"

## AMERICA'S GREATEST 5 CENT VALUE...

WITH MORE PROFIT TO YOU!

### Caramel Cream Boat

A PROFIT  
DREAM BOAT...



..... a  
delicious cream  
center surrounded  
by chewy caramel...

CELLOPHANE WRAPPED  
PACKED 24 AND 100 COUNT

**GOETZE'S CANDY CO.**  
3900 E. MONUMENT ST., BALTO. 5, MD.



## 5. AIRPORTS AND TRAFFIC TERMINALS

These two beautiful rooms are part of ABC's operation at the Philadelphia International Airport where the company handles

dles all concession facilities. In addition, ABC services other airports and transportation terminals all over the country, guaranteeing the public quick, courteous, reasonably priced food and beverage items while they travel from place to place, a pastime ever more popular in this nation.

anteeing the public quick, courteous, reasonably priced food and beverage items while they travel from place to place, a pastime ever more popular in this nation.

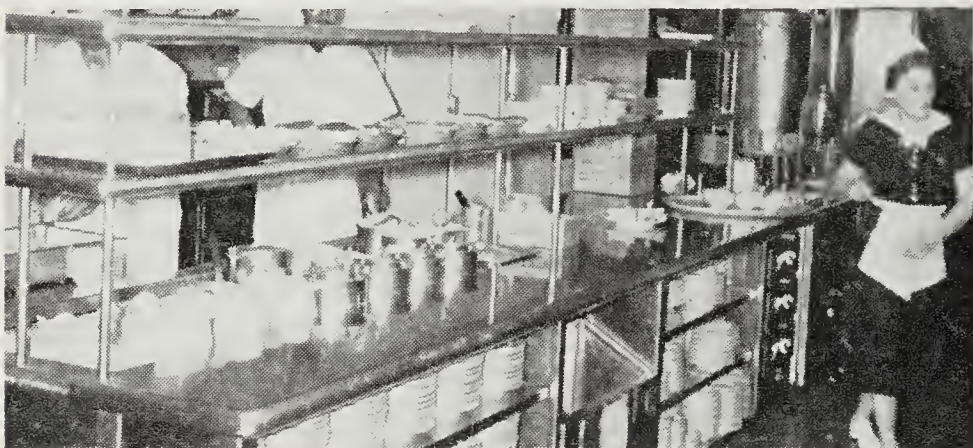


## 6. RESTAURANT AND CATERING SERVICE

Variety is the key word in ABC's operations and seen here are two views of the company's spotlessly clean, well-staffed restaurant and catering service. At right is

the preparation of in-flight meals for air travel.

the preparation of in-flight meals for air travel.



## 7. SPORTS CENTERS AND ALL SPECTATOR SPORTS

Seen are the beautifully appointed restaurant and bar at Cleveland's spacious Municipal Stadium, one of many such sports centers where ABC handles concessions. As spectator sports grow in popularity, so does ABC in service.

As spectator sports grow in popularity, so does ABC in service.

As spectator sports grow in popularity, so does ABC in service.

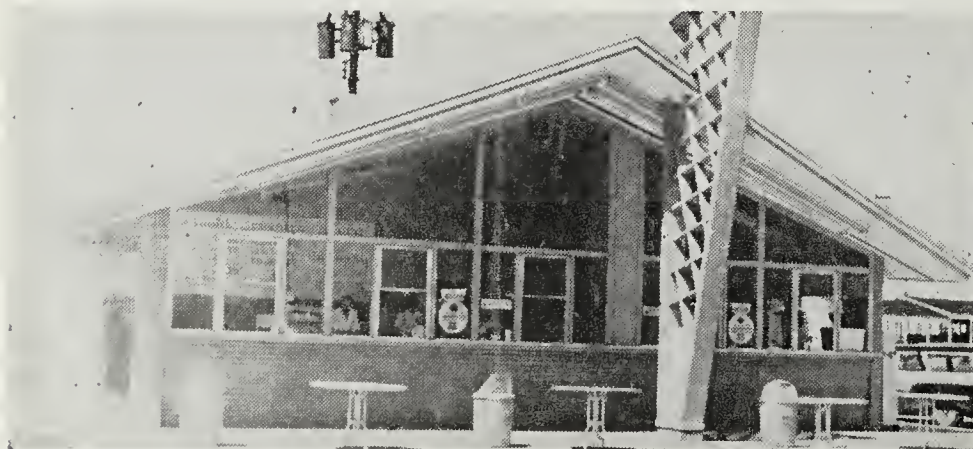


## 8. SUPERMARKETS, SHOPPING CENTERS AND MILITARY CAMPS

Seen here is a snack bar at the Aberdeen Proving Grounds, Maryland military installation, as well as the concession stand in the theatre on the grounds of the same

camp. An ABC division handles such operations, as well as concession facilities in such places as supermarkets and shopping centers. Variety's the spice of ABC.

camp. An ABC division handles such operations, as well as concession facilities in such places as supermarkets and shopping centers. Variety's the spice of ABC.





**TRADE  
ON THIS  
FAMOUS  
NAME**



**FOR GREATER  
CANDY PROFITS!**

Famous, fast-moving Heide candies can sweeten your sales and profit picture right now! With national advertising, demand is greater than ever . . . so be sure all your outlets are fully stocked. Promote the full line . . . profit with every pack!

**HENRY HEIDE, INC.**  
NEW YORK 13, N. Y.



**IN  
DEMAND  
EVERYWHERE**

**AMERICA'S  
NO.1  
MARSHMALLOW  
BAR...**



**"BEST CANDY BAR  
THERE 12-2"**



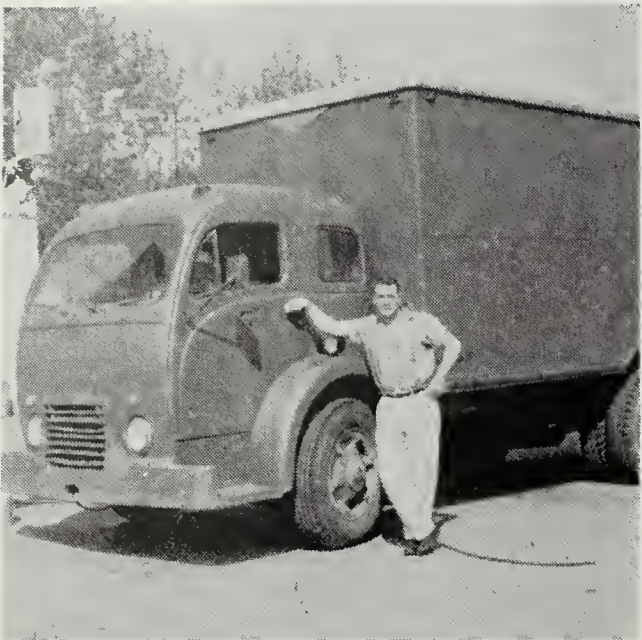
*It Sells!*



**QUAKER CITY CHOCOLATE & CONFECTIONERY CO., INC.**  
Philadelphia 22, Pa.



# SPECIALIZED IN ORGANIZATION

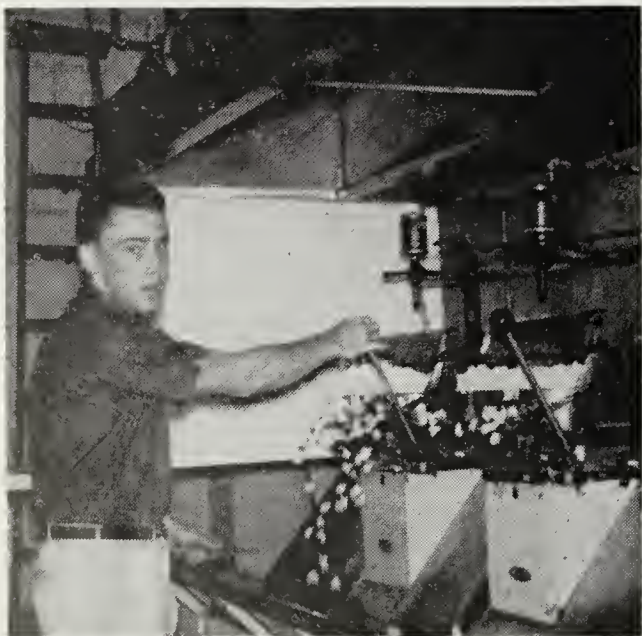


Paul Boyd, assistant manager, Charleston, W. Va., is 22, married, and the father of two children. He is typical of the aggressive young men serving ABC customers everywhere.

Serving more than 80,000,000 people in more and better places with greater varieties of wholesome refreshments is the achievement of ABC Vending Corporation and its subsidiaries.

In capsule form, that sentence sums up the impressive history of a company serving Americans at play, at work, or on the move; in theatres and drive-ins; sports stadia; subway; airline, rail, and bus terminals; turnpike restaurants; and some of the country's greatest manufacturing plants. These are the satisfied customers.

While automatic vending machines play a part in the operations, ABC's major business is servicing thousands of theatre refreshment stands, plus luncheonettes, snack bars, and restaurants. Sales include millions of dollars worth of ice cream, soft drinks, candy, milk, coffee, and food products, plus cigarettes, binoculars, and novelties; its concessionaires may check your hat in some of America's greatest hotels; you may dine in plush ABC-operated restaurants such as that in Philadelphia's International Airport, buy ice cream or candy at your favorite drive-in, swimming pool or bowling alley, eat a frankfurter or hamburger at a baseball park or race track,



Charles Thomas, in charge of the Charleston popcorn production, operates the forced air popper used in this warehouse instead of the conveyor belt technique.

enjoy a full meal or snack at a turnpike restaurant, factory lunchroom or hospital cafeteria—and be partaking of the services of ABC Vending or one of its affiliated companies.

The corporation has paid dividends every year since it was founded and in May distributed the 38th consecutive regular payment. Based on this ever-expanding record, it is safe to view ABC's future optimistically. The bulk of revenues is derived from Americans seeking amusement, playing, and traveling. As manufacturing production goes up, and at the same time the amount of leisure time increases, more and more people will use the recreational facilities served by ABC.

Take, for example, the field of spectator sports. Serving, as it does, such great stadia as the Los Angeles Memorial Coliseum, the Cleveland Municipal Stadium, and Philadelphia's Franklin Field—to name but a few—ABC is in line to benefit directly as the crowds for professional sports of all kinds continue to grow year by year.



The Charleston warehouse, serving the drink division, vending division, and drive-in division in southern West Virginia, northern Kentucky, and southern Ohio.

The drive-ins, fastest growing division of the motion picture world today, use the services of ABC both in their increasingly popular snack stands and via the "Food-mobiles" which take refreshments directly to the customers during the show. These family gathering places are attended by increasing millions yearly.

Though not connected with the entertainment field, in-plant feeding of employees via automatic, and combined manual and automatic, cafeterias must be mentioned as an important and growing phase of ABC operations. Increasing costs of operating conventional cafeterias and restaurants in manufacturing plants have led more and more industrial corporations to turn to automatic feeding. ABC's In-Plant Feeding Division is growing rapidly.

The fact is, people like to eat; they must eat, and they like to be entertained. ABC makes it possible for them to eat, inexpensively and well, while they are being entertained. This wedding of two basic needs spells good business.

Let us analyze what ABC Vending is,

and in passing discuss also what it is not. ABC is not a manufacturer of either vending machines or of the foods, confections, and cigarettes dispensed through these coin-operated devices. Also, ABC has never been in the juke-box business.

Today, the business is not only diversified by the variety of products, but also by the four broad markets served:

1—AMUSEMENTS: Legitimate and motion picture theatres, drive-in arenas, amusement parks, swimming pools, and bowling alleys.

2—SPECTATOR SPORTS: Basketball, baseball, football, racing of horses and automobiles, boxing and wrestling.

3—TRANSPORTATION: Airports, railroad stations, bus terminals, subway platforms, state turnpikes.

4—INDUSTRIAL: Factories, shopping centers, supermarkets, department stores, military arsenals, navy yards, hospitals, and office buildings.

The major source of its revenues is from indoor theatres and drive-ins through personally-attended stands which distribute confections, beverages, cigarettes and novelties. Since the acquisition of Confection Cabinet Corporation in October, 1957, ABC's theatre concessions have expanded to 2,726 indoor theatres and 423 drive-in arenas.

Today, no one theatre circuit or chain accounts for more than a small percentage of ABC Vending's combined sales. Thus, while the total receipts from theatre concessions are almost 60 per cent of total volume, no one contract is materially important in relation to the whole business. The decline in theatre attendance now seems to be arrested with the bigger producers providing fewer but better films which attract large family audiences. Meanwhile, the closings of small neighborhood movie houses have been offset by the opening of new suburban drive-in arenas where per capita refreshment sales are usually higher.

On April 1, 1958, the refreshment service contract of ABC with the Los Angeles Memorial Coliseum was extended for a period of three years. Both the National League Dodgers and the Rams professional



Glen Smith, 57, is married and the father of four children. Also working out of the Charleston distribution center, he is active with the ABC drive-in division.



# ABC

CONGRATULATIONS

35TH ANNIVERSARY



Cup Division  
Scott Paper Company  
Philadelphia, Pa.

**Congratulations on your  
35th Anniversary**

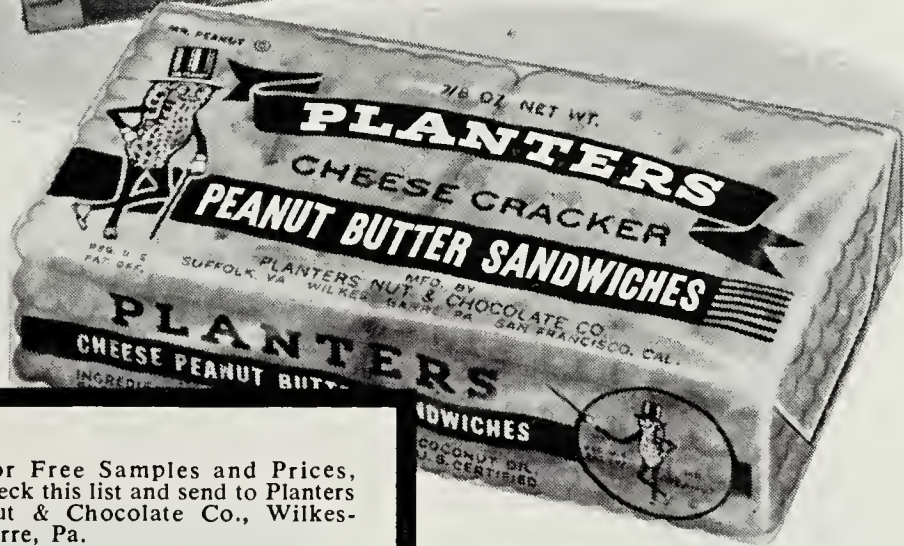
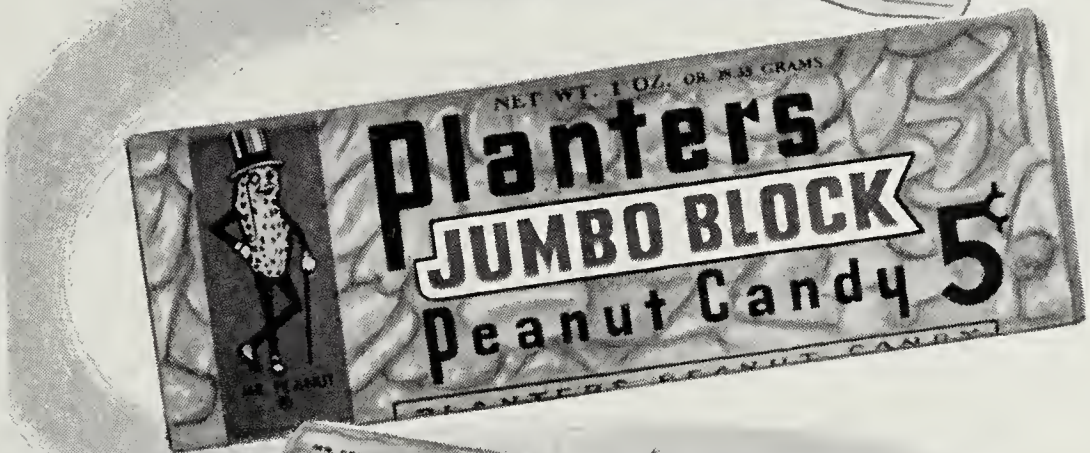
We are happy to have  
served ABC since 1924.

**N. J. RICKLIN**

1030 Arch St., Philadelphia, Pa.  
Tel. WALnut 5-5943.

A complete line of Food Service  
equipment for every situation.

# TOP SELLERS!



For Free Samples and Prices,  
check this list and send to Planters  
Nut & Chocolate Co., Wilkes-  
Barre, Pa.

- \_\_\_\_\_ Salted Mixed Nuts
- \_\_\_\_\_ Salted Cashews
- \_\_\_\_\_ New Sugared Peanuts\*
- \_\_\_\_\_ New Planterettes\*
- \_\_\_\_\_ New Jordan Almonds\*\*
- \_\_\_\_\_ Chocolate Peanuts
- \_\_\_\_\_ Chocolate Raisins
- \_\_\_\_\_ P & P's, Candy Coated Chocolate  
Covered Peanuts
- \_\_\_\_\_ P & R's, Candy Coated Chocolate  
Covered Raisins
- \_\_\_\_\_ Vanilla Cookie Cream  
Sandwiches\*
- \_\_\_\_\_ Chocolate Cookie Cream  
Sandwiches\*

\*5¢ ONLY \*\*10¢ ONLY

2% CASH DISCOUNT. Freight Pre-  
paid on 300 lbs. and over, any  
assortment.

**MORE PLANTERS  
DEMAND ITEMS**

Year in and year out, PLANTERS PEANUTS  
are No. 1 in salted peanuts and rank in the  
top five on Vend's list of all candy machine  
best sellers . . . followed closely by other fast-  
moving Planters items. Are you getting your  
share of Planters profits?

ALL ITEMS, EXCEPT AS INDICATED,  
AVAILABLE IN 5¢ SIZE, PACKED 120's  
AND 10¢ SIZE, PACKED 100's.

# PLANTERS

. . . The only nationally known,  
consistently advertised line of Salted Peanuts, Salted Nuts and Peanut Candy



# NEW SALTED NUTS

NEW DISPLAY • NEW PACKAGE  
POPULAR PRICES

*BIGGEST SELLER AND  
PROFIT ITEM FOR  
YOUR CANDY COUNTER*

SELLS ITSELF  
NO FUSS • NO BOTHER  
FULL PROFIT • TOP VALUE

*Write for Details & Samples*

## CRESCENT NUT & CHOC. CO.

120 Sansom St.

Philadelphia 6, Pa.



Salute to

ABC VENDING CORP.

from

## GREEN RIVER

... the name drink  
that sells more drinks  
... ANYWHERE!

Green River Corp., Chicago 40, Ill.

*Salutations!*  
**FLAVO-RITE  
FOODS, INC.**

2964 Lafayette Ave.  
Bronx 65, New York  
Tel. PA 3-6464

Mfrs. FLAVO SHRIMP ROLLS,  
FLAVO LOBSTER ROLLS

Best Wishes from ...

## HARVIC

MANUFACTURING CO.

760 St. Anns Ave., New York 56, N. Y.

manufacturers of

**"CHARK-EL"®**

**NEW ELECTRIC CHAR-BROILER**

—with the amazing "MAGIC-GRATE" which  
imparts to broiling charcoal appearance,  
flavor and aroma. For details, write HARVIC  
or phone CYpress 2-4500.

**CONGRATULATIONS  
ON YOUR  
35th ANNIVERSARY**

*Wish you great success  
for your future*

## HAROLD JARET



**MORE**  
eye-appeal!

**MORE**  
sales!



**MORE**  
quality control!

Only the Manley

**VistaPop®**

gives you all three!

**More eye-appeal!** All new VistaPop Kettle has "see-through" feature. Customers see their own corn popping. Impulse buying is stimulated. Your sales go up.

**More Sales!** Appetites are stimulated by the visual popping feature of the VistaPop. Customers see the corn being popped into crisp, mouth watering goodness — and they buy. The VistaPop gives you more initial popcorn sales . . . more repeat sales.

**More quality control!** New "hot air-conditioned" warming pan keeps corn fresh, hot, crisp. Soggy popcorn is eliminated. Another exclusive Manley VistaPop feature. Has 126 more square inches of working space.

**WRITE FOR FULL DETAILS!**

Find out how the Manley VistaPop can increase your popcorn sales and profits! Write today for complete information. Or ask to have a Manley representative call, without obligation.

**MANLEY, INC.** 1920 Wyandotte Street  
Dept. MPE-659 Kansas City, Missouri

**Congratulations!**



**on your  
35th anniversary**



As suppliers of the Pop Corn that "Always Pops — All Pops" we are proud to help you celebrate!

POP CORN DIVISION

**NATIONAL OATS COMPANY**

Cedar Rapids, Ia. East St. Louis, Ill. Wall Lake, Ia.  
Delaware, Ohio Hagerstown, Md.

Sincere  
Best  
Wishes

**PENN SYRUP CORP.**  
PHILADELPHIA, PA.

- 5¢ AND 10¢ PROFIT-MAKERS
- AT THE REFRESHMENT STAND
- IN VENDING MACHINES



America's Most Reached-for  
**PEANUT BUTTER SANDWICHES**  
**COOKIES & SNACK VARIETIES**

Austin's P.O. Box 1936 Baltimore, Md.

**35th ANNIVERSARY  
GREETINGS**



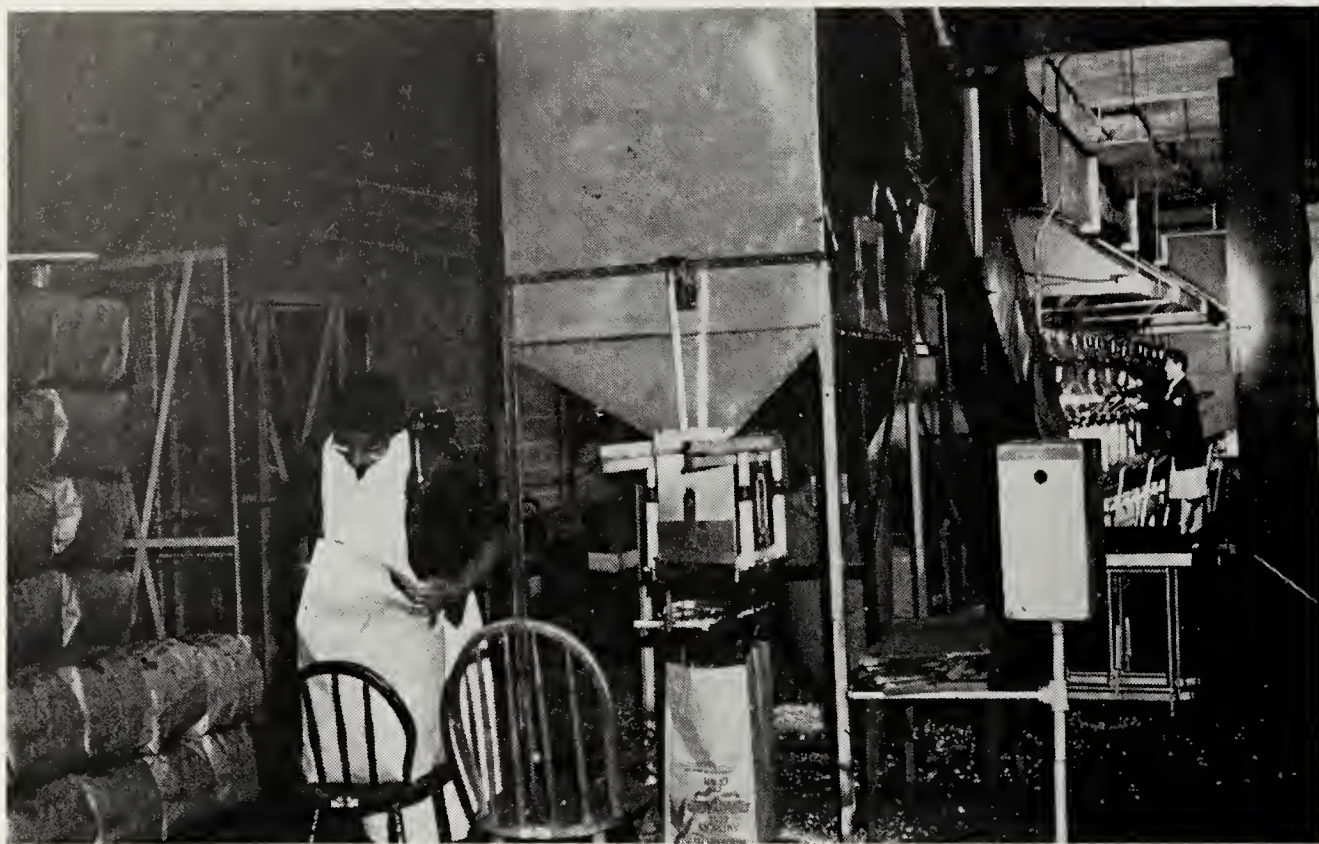
**MARSTAN DISTRIBUTING CO.**

1316 N. 16 ST.

PHILA., PA.



## SPECIALIZED IN ORGANIZATION (cont.)



A typical popping operation reaches the end of the line with the corn never having been touched by human hands. The corn is fed from conveyor belts into moisture-proofed bags, which are closed and dated to insure freshness from warehouse to point of sale to customer.

football teams have attracted record-breaking crowds. Other large stadia served by ABC Vending are the Cleveland Municipal Stadium of the American League Indians baseball club and the Browns professional football team, and Philadelphia's Franklin Field, where the Eagles pro football team plays.

Serving the traveling public has been a long-established part of ABC's business. Stations of the Pennsylvania Railroad, and restaurant concessions on the Ohio Turnpike and at many bus terminals are operated.

Most distinctive of the ABC feeding concessions is at Philadelphia International Airport. There all meal and refreshment facilities are provided, including the deluxe restaurant, the cocktail lounge, and coffee shop. In addition, the in-flight trays are prepared for meals served on planes leaving this airport for destinations all

over the world.

Feeding industrial workers through automatic vending machines has been accelerated by the development of more and better dispensers which provide complete meals, both hot and cold. The management of ABC Vending anticipates continued increases in the demand for these services. This company has been a pioneer in the development of the Combination In-Plant Feeding Unit, which features an attended snack stand, augmented by a battery of vending machines. The snack bar is manned only during the busy luncheon period, while the vending machines provide full-line meals and coffee-break service for multi-shift operations.

Automatic vending can provide a more profitable sales picture in moving the refreshments for which it is particularly adapted. In a proper volume location, ABC guarantees a definite income without any



The staff of one of ABC's spacious drive-in concession stands awaits the intermission rush in typical spotlessly clean surroundings. All is designed for volume traffic.

of the headaches or extra costs of operation, not to speak of the capital investment necessary for this type of operation. In the food field, for example, ABC will provide the personnel, machines, service, insurance and products for this new phase of food automation which will make it possible for any size industrial plant to offer, profitably, food service at all hours regardless of the amount of traffic or number of employees.

The acquisition of Confection Cabinet Corporation in October, 1957, provided ABC Vending with representation in new areas not previously served, as well as the addition of a staff of experienced executives, managers, and service operators, headed by Benjamin and Manuel Smerling, who are now ABC officers and directors.

New contracts recently announced include refreshment service at the 1960 World Olympics in San Francisco, California, Riverview Park and the automobile race track in Chicago, and some 40 new drive-in movies in many suburban areas of the country, plus the Fort Knox, Kentucky, Government Gold Reserve Center.

The principal items of property owned by ABC Vending Corporation consist of stands, vending machines and merchandising equipment used at sales locations, rep-

(Continued on page ABC-29)



Here is an illustration of an ABC indoor theatre concession stand decorated to tie in with the feature playing there, in this case "tom thumb" at Christmas.



Sports stadia and arenas are important adjuncts to ABC's concession activity. Shown here is one of the snack stands ABC operates in the Los Angeles Coliseum.



BEST WISHES



J. REISMAN & SONS

244 S. 5th ST.

PHILA. 6, PA.

**Best Wishes**

*on your*

**35th Anniversary**

**MODEL ITALIAN BAKERY**

3912 N. Reese

Philadelphia 40, Pa.

Pietro Alosi

Rosario Alosi

Congratulations

on your

35th Anniversary

**Hygeia Paper Company**

Delaware Ave. at Queen St.

Philadelphia 47, Pa.

"A Complete Paper Service"

BURT DUBIN

**REX  
SPECIALTY  
BAG  
CORPORATION**

Long Island City 1, N.Y.

Sincere Congratulations to  
ABC Vending Corporation  
on your 35th Anniversary,  
and very Best Wishes for  
Continued Success . . .

○

**Reynolds & Co.**

INVESTMENT BANKERS

120 Broadway, New York 5, N. Y.

*Member of New York and other leading Stock and Commodity Exchanges*

38 OFFICES FROM COAST TO COAST

Best Wishes!



**CURTISS CANDY COMPANY**

Otto Schnering, Founder

CHICAGO 13, ILLINOIS



# THE FUTURE OF AUTOMATIC VENDING



One of the fastest growing aspects of ABC's operations is in-plant feeding. Above, a lunchtime throng is handled without traffic jams or confusion by ABC's silent salesmen. It is expected that automatic vending will also grow in the field of retail drugs.

Automatic dispensing of food and sundry drug items through new types of vending machines is the next important step in merchandising techniques in the retail drug field. Morris Auerbach, assistant to the president of ABC Vending Corporation, told a meeting in New York on June 10.

Emphasizing that automatic vending machines, far from being a replacement for labor, actually are an expansion of selling activities leading to plus-sales and better utilization of productive labor hours, Auerbach predicted rapid development of this type of merchandising in the retail drug field.

Relieving of pressure on clerks during peak hours, and off-hour sales of standard items such as razor blades, toothpaste, etc., especially during times when the store is closed, were cited by Auerbach as major contributions of the new "sales automation" techniques made possible by modern automatic merchandising equipment.

There is one vital prerequisite for successful selling through automatic equipment—the product must be presold, Auerbach said. Little-known or "off-brand" cigarettes, for example, make a poor showing in well-stocked machines, while certain

other products are not suited to automatic merchandising.

"I can guarantee that a woman will never buy a hat, coat, a pair of shoes, or even a tube of lipstick through a vending machine—except in an emergency," Auerbach said.

The emergency sale—made by machine when the retail outlet is closed—can be an important factor in developing or changing brand preferences. This has been demonstrated in several countries in Europe, where many stores must close by law at 6 p.m. Window vending machines, or machines placed in the store foyer at closing time, have become an accepted part of life in these countries. The buyer who finds himself out of toothpaste or razor blades, say, after the store closes will accept the brand or brands that are offered. If the item is acceptable, if the price is right, groundwork has been laid for establishment of a new brand preference. The items themselves, however, have been presold; toothpaste, razor blades and the like are staple merchandise.

These are not volume sales, but they serve an important purpose in maintaining customer loyalty. They help keep the customer returning to the store, even when it

is closed, instead of turning to a competitor when he needs an "emergency" item.

Automatic merchandising is destined to play an increasingly important role in food and beverage service in the modern drug store, Auerbach said. Machines vending cola drinks, milk, etc., speed sales and service, especially during peak hours, at the same time freeing counter stools or table space for luncheon customers, or those ordering a between-meals sandwich or salad. Food and beverage machines are proving effective, also, in stores which for one reason or another do not maintain fountain or luncheonette service.

New-type feeding units, consisting of batteries of machines so installed as to provide what is virtually an automatic cafeteria, augmented when necessary by a manual "snack bar" may well replace entirely the conventional soda fountain or luncheonette installations in many retail drug outlets, Auerbach predicted.

This technique has been successfully applied in many industries to feed thousands of employees, and has proved especially effective in improving service and lowering costs in multi-shift industrial applications. Here, as in most stores, there are off-peak hours where manual service is not necessary or feasible. It is still to the retailer's advantage to serve the public profitably during these hours. Automatic merchandising meets this problem, since machines can be installed in various types of drug stores and assure a net return well above that obtained through manual feeding methods, Auerbach said. Fountain personnel, with this system, is free to serve customers manually during peak hours, and prepare and service the foods into the machines for consumption during off-peak hours.

Most efficient utilization of automatic merchandising techniques, experience has shown, is insured when the machines are serviced by firms such as ABC Vending Corporation, who specialize in automatic volume vending operations. Complete service, including upkeep and repair of the machines, can be performed most economically by a company with trained specialists in the field. ABC, and other companies specializing in automatic vending, provide this service though ABC is the only firm in the field with years of experience in

(Continued on page ABC-30)



A combination snack bar of automatic food vendors and stand manned by an attendant is offered to industry by ABC, considerably lessening the time needed to feed a staff and additionally providing a great boost to employee morale.



Variety is part of ABC's appeal to customers in many industries. The growth of the automatic vendors has brought a corresponding growth in the number of plants that have handed employee feeding over to the ever-expanding ABC Vending Corp.



**COMPLIMENTS**

**A B C**

MARTIN BERGER  
CIGAROMAT SERVICE CORP.  
1616 WALNUT ST. PHILA. 3, PA.

**CONGRATULATIONS  
CONFECTION  
CABINET CORP.**



3900 S. Michigan Ave.  
Chicago 15, Illinois



*Congratulations to*

**ABC**  
**VENDING CORP.**

*on its 35th Anniversary*



*Continental*

VENDING MACHINE CO. DIVISION

CONTINENTAL INDUSTRIES • INC.

WESTBURY, L. I., NEW YORK

Our most sincere congratulations to the  
ABC Vending Corporation on the occasion  
of their 35th Anniversary.

**STONER MFG. CORP.**

AURORA, ILLINOIS



# TYPICAL BLUE RIBBON SUPPLY SOURCES



The ABC roll of suppliers assures the theatre owner that his order will be filled with quality goods in any quantity he may desire. The list of suppliers includes many local, small dealers in specialties as well as nationally and internationally recognized firms. ABC's policy of serving its customers with quality goods, recognizable by the patron and, in many instances, pre-sold through national advertising campaigns, insures continuing and speedy sales, not only to a constant stream of customers, but to the same satisfied patron who returns time after time to the place where he knows he will be satisfied.

Among literally thousands of sources, the list of ABC suppliers includes:

**CRETORS:** For many years, ABC Vending Corporation has used Cretors popcorn machines in their New York City plant, as well as several other plants throughout the country, according to H. E. Chrisman, director of sales for Cretors and Company. Referring to the recent installation of a new popping plant designed by Cretors, at another ABC establishment, Chrisman said, "This plant, stainless steel from the poppers to the bag-off machine, assures the maximum in sanitation and cleanliness as well as efficiency, and entirely different in concept from the old popping plants. This new method of central popping not only eliminates much of the human error, but greatly improves the efficiency of the central popping system and produces the best corn possible."

**HERSHEY CHOCOLATE CORPORATION:** Hershey is now marketing Mint Chocolate, a candy coated, mint flavored

chocolate for spring and summer sales. The candy coatings are in three pastel shades; pink, green and yellow as well as white. At the moment a ten cent package packed 100's, and 24's and a 25 pound bulk carton are being marketed. The color combination, designed for the maximum in eye-appeal, is an attractive yellow background with two large mint leaves on which the various colors of the pieces themselves are illustrated. The over-all effect is of a bright, yet cooling nature reflecting the taste of the product.

**GOLDENBERG CANDY COMPANY:** Established as a retail candy store in 1890, Goldenberg manufactured many candies before launching its specialization program in 1949, to concentrate on the famous Goldenberg Peanut Chew and Chew-et. These products are made in every shape and size necessary for saturated distribution. The firm has distributed its product through vending machines since 1924, when it worked closely with the Berlo Vending Company, now an affiliate of the ABC Vending Company.

**MODEL ITALIAN BAKERY OF PHILADELPHIA:** Typical of the local supplier, the Model Italian Bakery supplies bread, steak rolls, hoagie and sandwich rolls to ABC vendors in the area. Established in 1918 by Pietro Alosi they have been at their present site since 1923 and produce 1,500 dozen rolls daily.

**BLUMENTHAL BROTHERS CHOCOLATE COMPANY:** This company has been associated with ABC Vending since its inception and prior to that with the men who made up ABC. This was to a great extent due to the fact that the original Blumenthal Brothers had a close personal relationship with the founders of ABC. The two primary products which Blumenthals have furnished on an uninterrupted basis are Goobers and Raisinets. The current popularity of these two brands is due in a great measure to the fact that they have been continually featured by ABC and were given their initial important distribution by ABC. Goobers are chocolate-covered peanuts, packed in blue and white boxes and packed in 5c, 10c or 25c sizes. Raisinets are chocolate-covered raisins, similarly packed in red and white boxes. While the chocolate coating has improved over the years, due to formula upgrading and more rigid control, the peanuts and raisins are purchased under more complete specifications, the products are easily recognizable by the public as being the same. Weights



in packages have changed due to inflation, but a 5c package is still available though about 30% lighter than it once was.

**HENRY HEIDE, INC.:** The founder of the Henry Heide Candy Company was a poor immigrant boy who saved his money, invested it into his own business, and built that business into one of the foremost in its field. For the Heide Candy Company, in a short 89 years, has grown from a small downstairs store in lower New York to a world-famous organization occupying 500,000 square feet in its present, block-wide, 9-story "Candy Kitchen" in this same metropolis. Of the current specialties, the oldest is Jujubes, which came into popular renown in 1889. They were followed by Jujufruits in 1920 and Chocolate Sponge in 1933. Heide bulk candies, such as Candy Corn, Jelly Beans and Licorice Drops, trace their tasty history back to the founding of the company.

**GOETZE CANDY COMPANY:** Goetze's Candy Company, Inc., was established in 1890 by William A. Goetze, father of its president, R. Melvin Goetze, Sr. From a modest start, the plant now occupies 24,000 square feet, devoted to the manufacture of just two candy items . . . Goetze's Caramel Creams and Goetze's Licorice Creams. Sold everywhere east of the Mississippi, the candy's public acceptance reflects the Goetze unswerving dedication to uniform quality. The Goetze line consists of rich creamy centers, surrounded by either caramel or licorice.

(Continued on page ABC-28)

## HONOR ROLL Of ABC Supporters

APCO, Inc.  
Austin's Packing Co.  
A. L. Bazzini Co.  
Paul F. Beich Co.  
Blevins Popcorn Co.  
Blumenthal Bros. Chocolate Co.  
Canada Dry Corp.  
Chunky Chocolate Co.  
Cigaramot Service Corp.  
Coca-Cola Company  
Continental Coffee Co.  
Continental Vending Machine Corp.  
Crescent Nut & Chocolate Co.  
Cretors, Inc.  
Curtiss Candy Co.  
Dixie Cup Div. American Can Co.  
F & F Laboratories, Inc.  
Flavo-Rite Foods, Inc.  
Goetze's Candy Co.  
Goldenberg Candy Co.  
Goldenrod Ice Cream  
Green River Corp.  
Hansen & Matson Co.  
Harvic Mfg. Corp.  
Henry Heide, Inc.  
DeWitt P. Henry Co., Inc.  
Hershey Chocolate Corp.  
Hollywood Brands, Inc.  
Hygeia Paper Co.  
Harold Jaret Co.  
Manley, Inc.  
Marstan Distributing Co.  
Mickelberry's Food Prods. Co.  
Model Italian Bakery  
National Oats Co.  
The Nestle Co., Inc.  
Nyman Mfg. Co.  
Penn Syrup Corp.  
Pepsi-Cola Company  
Planters Nut & Chocolate Co.  
Quaker City Chocolate & Confectionery Co.  
H. B. Reese Candy Co.  
Reynolds & Co.  
Rex Specialty Bag Corp.  
N. J. Ricklin  
J. Reisman & Sons  
Savon Company  
Scott Paper Co.  
Stoner Manufacturing Co.  
Supurdisplay, Inc.  
Swayze Folding Box Co.  
The Vendo Company  
Wm. Wrigley, Jr., Co.





•

*Best  
Wishes*

# SAVON COMPANY

286 Pennsylvania Ave.,

Paterson 3, N. J.

Phone MULberry 4-6032

•

CONGRATULATIONS  
ABC



DeWITT P. HENRY COMPANY, INC.

Philadelphia 44, Pennsylvania.

The World's Largest Users of Popcorn

## *Depend Upon* **BLEVINS BEE HIVE HYBRID POPCORN**

### **3 Modern Plants to Serve You**

All varieties in our modern storage facilities are ready for processing to meet the most exacting quality requirements, and also, assures you of the lowest car-load and truckload freight rates from any one of our strategically located plants.

● RIDGWAY, ILL.

● NORTH BEND, NEB.

● NASHVILLE, TENN.

**BLEVINS POPCORN CO.**

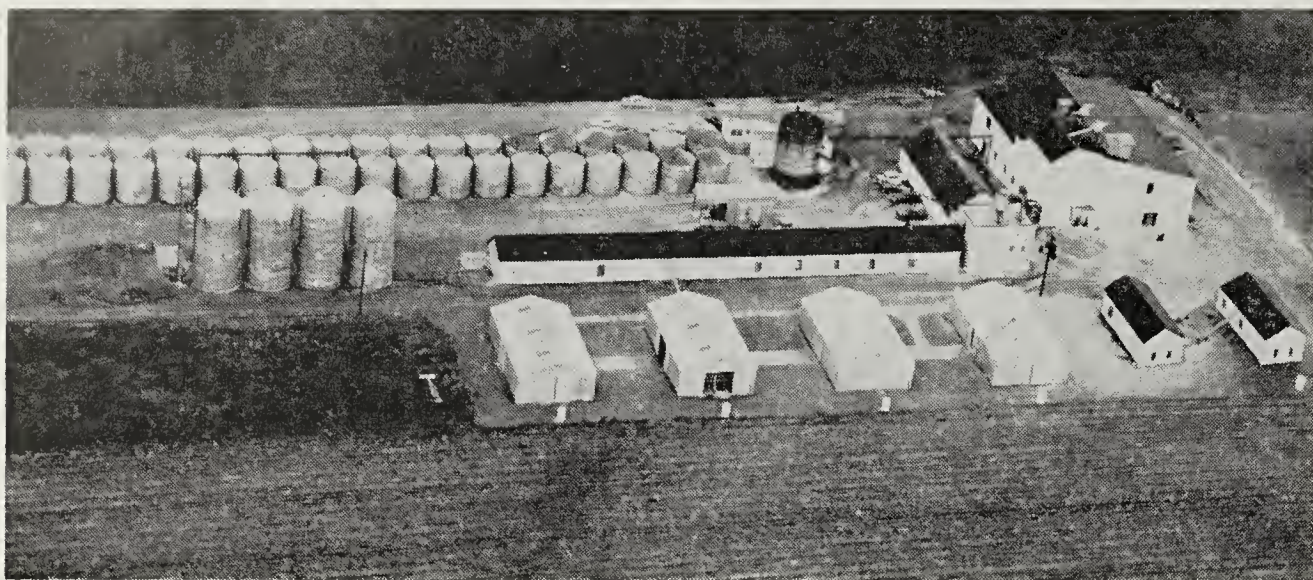


**Special Dixie® Cup for theatre vending!**  
**Stock design. Vends perfectly. Ready now!**

**DIXIE CUPS ARE PRODUCTS OF AMERICAN CAN COMPANY**



## TYPICAL BLUE RIBBON SUPPLY SOURCES (cont.)



*BLEVINS POPCORN COMPANY plant, Ridgway, Ill.*

**GREEN RIVER:** For 50 years it has been a mark of distinction for soda fountains to dispense Green River. Today, this still holds true, but in a more inclusive way than ever before, for Green River now reaches a larger public than ever before because thousands of satisfied customers now depend upon ABC automatic vendors to hand them the beverage. Hundreds of indoor movie houses and drive-ins have tested and proven the immediate acceptance of Green River in vending machines.

**HARVIC MANUFACTURING COMPANY:** This Gotham firm serves ABC with a full line of counter-type pizza ovens and a new all-electric broiler—the “Chark-el”—especially designed for drive-ins. The new broiler gives meats and other foods an authentic, charcoal-broiled flavor without the fire hazards, soot, ashes and greater costs involved when using charcoal. Other advantages claimed by the manufacturer are economy in installation cost and space, simplicity of operation, ease of cleaning, flexibility of location, speed in warm-up—requiring only 90 seconds to full heat from a cold start, and elimination of special ventilation and air conditioning problems. Two models are currently available.

**AUSTIN PACKING COMPANY:** Austin's Vendapaks feature a horizontal arrangement of the firm's cheese peanut butter sandwiches. The company has recently introduced its Pizza Sandwich, a spicy pizza spread between crisp cheese crackers, six sandwiches in each package. The package is double-wrapped in cellophane and printed in bright yellow, red and white, an eye-catcher in vending machines from coast to coast. The company has had to expand constantly since its founding in 1935 by Ernest and Martin Fox. Today it occupies a building that is spread over a lot of some 65,000 square feet—and is still expanding. Austin makes its own spreads, peanut butter and pizza spread, to assure a high standard of taste quality. The firm has been an important supplier to ABC for more than 20 years.

**THE NESTLE COMPANY:** At the turn of the century, The Nestle Company, a Swiss controlled organization, was known to Americans solely as the manufacturer of fine chocolate and baby food. At that time, too, the vending industry was in its infancy and to the average citizen was limited to penny-in-the-slot machines,

which dispensed candy and chewing gum chiefly in stationery stores and “el” stations. As vending grew in structure and public acceptance, Nestle adapted itself to the new trend. Penny packages grew into five-cent and ten-cent sizes. Nestle increased its candy line from pure milk chocolate to include a milk-chocolate-and-almond bar, its Crunch package and its Fruit 'n Nut package. In addition to the aforementioned products, Nestle also offers Nescafe, instant coffee, Nestea, Nestle's Choc-Lade, and EverReady sweet milk cocoa, all available in special vending packages. In addition, for smaller vending locations, the company makes “single-service packages” of coffee, hot chocolate and soups. To meet the demand for machine-vended soups, Nestle also offers its specially packaged Maggi Brand Instant Chicken Soup and Instant Beef-Vegetable Soup.

**BLEVINS POPCORN COMPANY:** Owners of the largest popcorn facilities in the

world, the Ridgway, Ill. operation, is but one of three major operations of the Blevins Organization. Blevins maintains an active cooperation program with the major universities in their development of better hybrids. Each year the Blevins Organization works closely in the testing of experimental hybrids so that large users of popcorn, as well as the farmers who produce the crop, may know all the advantages of any new hybrid in its experimental stage. The company now offers popcorn processed to exacting quality specifications, shipped from three modern processing plants to provide a maximum savings in freight rate to any part of the world. The firm offers its product in a great number of packages for vending machines in theatres all over North America. Theatre owners themselves are well aware of the amazing popularity popcorn has achieved as a food since its introduction in their lobbies.

**FLAVO-RITE FOODS, INC.:** makers of Flavo Shrimp Rolls and Flavo Lobster Rolls and for eight years pioneers in the development and national distribution of foods for drive-in theatres. Flavo-Rite recently moved to larger quarters in New York City. The new plant, located in a modern building, has a floor area of 10,000 square feet, including storage space, and is twice the size of their former layout. Food preparation equipment is all of stainless steel and is especially designed for quality control as well as increased production, according to Kenneth Fell, president. A special testing kitchen serves as a research center for the development of new and varied products for the growing drive-in theatre, drive-in restaurant and other concession fields in which the company plans to intensify its activities. Although Flavo Shrimp Rolls are now served in 1,200 drive-in theatres, new facilities will enable the company to extend the market further westward and to serve present customers even more efficiently.



*NESTLE CHOCOLATE COMPANY building, White Plains, N. Y.*



SPECIALIZED IN ORGANIZATION (cont.)

(Continued from page ABC-22)

representing an original cost of some \$19 million, against which there was a reserve of over \$13.7 million at the close of 1958. Expenditures for new equipment in recent years have averaged \$1.5 million annually.

The principal executive offices of ABC Vending are located in Long Island City in a new building built in 1956. In addition to this property, the company also owns buildings in Philadelphia, Detroit and Norfolk, containing warehouses and offices—all clear of debt. With these exceptions, the subsidiaries occupy warehouses and branch offices under leases at distribution centers in various areas served. Over 6,500 employees are required to operate and maintain the business.

Why has ABC grown so prodigiously? Why are more and more operations turning over their concession business to the company? Let's center the discussion around the theatre customers providing the bulk of ABC's business. ABC lays out and designs every stand or installation, especially in drive-ins. Each major division headquarters has a planning department for layout and design. Indoor concession area investments range from \$3,000 to \$15,000, and drive-in operations from the same starting figure to as high as \$50,000. Special promotional material is made up by the thousands and distributed to theatres, and national manufacturers also provide point-of-sale promotional pieces. Concession stands are renovated periodically for the maximum seasonal appeal.

Here is one ABC executive's "philosophy of success":

"The success of our operations depends on the success of our customer's operation. We must prove to his satisfaction that we can return him from concession operations a greater net profit for himself than would be possible if he operated it himself. To do this we must increase business to a point where it is profitable for us as well as for him.

"We treat the patron at our stands as though we owned the theatre. We are there as a privilege and therefore provide skilled, courteous help, and quality merchandise at a reasonable price. We are successful in this business because we concentrate on it, just as the exhibitor concentrates on the multi-faceted ins and outs of his theatre operation.

"We investigate everything new. We test all equipment that appears to be suitable for our various needs. When we find no suitable piece of equipment, we design one ourselves, and have it made up by local manufacturers. After a thorough trial period, a piece of equipment or a sales item either proves itself or is discarded. By doing this, the public is always sure it is getting the best.

"We are specialists in concession operation and vending. We expect our customers to be equal specialists in theatre operation. Success crowns this combination of knowledge and specialization on both our parts."



**BB** is going places

also famous for Sno-Caps, Malties and Buddy Bars too!

See your man from  
**BLUMENTHAL BROS. CHOCOLATE CO.**  
PHILADELPHIA 37, PA.



**THE BIG, BALANCED CANDY BAR LINE**  
**PRE-SOLD . . . COAST TO COAST**

ONE OF THE  
**BIG 3**  
IN CANDY BAR  
SALES

. . . via Captain Kangaroo on 127 stations of the CBS-TV Network and Dick Clark's American Bandstand on 115 stations of the ABC-TV Network . . . 242 stations in all, reaching practically every kid from 2 to 20, plus millions of approving parents. Also national advertising in all media. Stock up now!

*Hollywood* BRANDS, INC.

Manufacturers of the nationally advertised Balanced Line of Best Sellers  
CENTRALIA, ILLINOIS

**Finest Quality Since 1886**

**SUGAR TOASTED AND SALTED NUTS**  
**FOR THE CONCESSION TRADE!**  
**5c, 10c, 15c & 25c CELLO BAGS**

**A. L. BAZZINI CO., INC.**

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New York 7, N. Y.  
Tel. BArlay 7-6242-3-4



## FUTURE OF AUTOMATIC VENDING (cont.)

(Continued from page ABC-24)

both areas—automatic and manual feeding techniques.

Automatic vending can give a more profitable sales picture in moving the merchandise for which it is particularly

adapted, Auerbach said. "In a proper volume location we can guarantee a definite income without any of the headaches or extra costs of operation, not to speak of the capital investment necessary for this type of operation. In the food field, for

example, we can provide the personnel, machines, service and products for this new phase of food automation which will make it possible for your drug store to offer, profitably, food service at all hours regardless of the amount of traffic your store would have at any particular hour," he concluded.

### *Cretars* CONGRATULATES A B C VENDING CORP.

on the installation in Long Island  
of a completely new all stainless steel  
popping plant.

This new concept in central popping,  
designed by Cretars, produces the  
finest popped corn possible for the  
customers of ABC.

*Cretars* — SINCE 1885  
NASHVILLE, TENN. U.S.A. CHICAGO, ILL.

**GOOD LUCK**  
and  
**BEST WISHES**  
to  
**A B C**

on their thirty-fifth  
anniversary.

**Mickelberry's**  
FOOD PRODUCTS COMPANY

**CONGRATULATIONS**  
**A. B. C.**

On your 35th Anniversary

A.B.C. serves our butter to particular  
theatre patrons throughout the Mid-West.

**HANSEN & MATSON CO.**  
Oakfield Farms Butter  
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**SERVICING**  
**ABC & SUBSIDIARIES**  
**FOR 35 YEARS**



5c  
10c  
15c

5c  
10c  
15c

**GOLDENBERG CANDY CO.**  
PHILADELPHIA, PENNSYLVANIA

**Chunky**  
**CHOCOLATE**  
**CORPORATION**



ORIGIN, BACKGROUND, HISTORY (cont.)

(Continued from page ABC-12)

August, 1957. He is 35 years of age and attended public schools in Baltimore, and Montana State College, courtesy of the U.S. Army, with which he served four years as a tank commander of the 13th Armored Division. He is married to the former Rhoda Levit, of New York; and they have three children, Beth, 8; Charles, 6, and Jane, 4. Sachs was formerly in the candy and tobacco jobbing business. He went into theatre concession business with one theatre at Fort George G. Meade, Maryland, in April, 1951. He acquired other military installations including Fort Holabird, Md.; Army Chemical Center, Md.; Aberdeen Proving Ground, Md.; Fort Campbell, Ky.; Fort Jackson, S. C.; Char-

leston AFB, S. C.; Little Rock AFB, Ark. In addition to theatres at these installations, he constructed two drive-in restaurants completed in 1958 at Aberdeen Proving Grounds, Md., and Ft. Campbell, Ky.

Samuel M. Rubin was born in Brooklyn, N. Y., and before his 13th birthday worked in Fox Theatres there filling and servicing candy vending machines after school and on Saturdays and Sundays. He left college in 1937 at the age of 18 to become New Jersey representative of Criterion Concessions, Inc., an ABC subsidiary, operating concession stands in 40 theatres. He enlisted in the U.S. Army in 1942; and upon his discharge in 1946 returned to ABC and became manager of the stand department,

metropolitan division. His duties were later expanded to include setting up of Cinerama concession operations throughout the U.S. and Canada, and handling the operations of the concessions in RKO Theatres in the midwest and Rocky Mountain areas. He is presently managing stand department operations in the Loew's, Fabian, Interboro and independent theatres out of the New York office in Long Island City. He married the former Eleanor Spiegel, a childhood sweetheart, in 1942 and they have three children, aged 3, 7 and 11.

Jerry Slass, 40, started with Berlo as a grill man; and in 1956 became eastern drive-in manager covering, roughly, 300 drive-ins and 25 discount house operations. A native Philadelphian, he lives in Levittown, Pa., is married, and is the father of two girls, 16 and 8 years of age.

SHERBITS  
JUICELETS

Fred Schonlau

NYMAN MANUFACTURING COMPANY

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The Nyman Manufacturing Company, manufacturers of a complete line of Hot Drink Containers for over twenty years, extends its warmest and sincerest well-wishes to the ABC Vending Corporation on this, its 35th anniversary.

Nyman has long served the entertainment industry through the ABC Vending Corporation with its Mr. Declish special imprint containers in the popular 6, 8, and 12 ounce sizes . . . plastic coated 'for greater taste appeal' to its patrons.

From all of us here at Nyman comes a vote of thanks for a business relationship that has been both sincere and mutually beneficial over the years.

The Same Wonderful Coffee Flavor



Served in America's Finest Restaurants and Hotels . . .

Yes . . . your patrons can enjoy the same wonderful coffee flavor served by many of America's finest eating places . . . And, no matter what make of Fresh Brew machine you use . . . Continental has a blend to fit. Ask about Instant Coffee, Instant, Liquid Chocolate and Hot Soups from your Continental Man—today!

Continental Coffee

America's Leading Restaurant Coffee  
CHICAGO • BROOKLYN • TOLEDO • SEATTLE





Thanks, ABC,  
for making movies  
more fun than ever!

Pepsi-Cola Company takes pleasure in congratulating ABC Vending Corporation on its 35th anniversary, and in extending our best wishes for continued success in the years ahead.

We of Pepsi-Cola are sociable people. *We* like to go to the movies. And we know the show is even more enjoyable with a bag of popcorn and a light, refreshing soft drink. For making such things possible, we say thanks, ABC . . . thanks for making movies more fun than ever.



Congratulations  
from  
Pepsi-Cola Company





July 1, 1959

# REVIEWS

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SECTION TWO  
Vol. 62 No. 8

JULY 1, 1959

## ALLIED ARTISTS

### The Big Circus

DRAMA  
108½M.

Allied Artists  
(CinemaScope) (Technicolor)

ESTIMATE: Colorful, entertaining circus yarn has names.

CAST: Victor Mature, Red Buttons, Rhonda Fleming, Kathryn Grant, Gilbert Roland, Vincent Price, Peter Lorre, David Nelson, Adele Mara, Howard McNear, Charles Watts, Steve Allen, Hugo Zacchini, Dick Walker's Lion Act, The Flying Alexanders, Gene Mendez, The Ronnie Lewis Trio, The Jungleland Elephants, Tex Carr and His Chimpanzees, Dick Berg's Movieland Seals. Produced by Irwin Allen; directed by Joseph M. Newman.

STORY: Victor Mature, circus owner, borrows money to launch a new season and is forced by the bank to take Red Buttons as financial adviser and Rhonda Fleming as press agent. He clashes with them repeatedly, but Mature's sister, Kathryn Grant, falls for Buttons. A series of accidents reveals that a rival circus is out to wreck Mature, and protracted rain wipes out several engagements. Near financial ruin, Mature decides to take the circus into New York on a wave of publicity garnered by wire walker Gilbert Roland, who is to walk Niagara Falls. Roland's wife is killed in a train wreck caused by a saboteur, and he loses his nerve. Mature taunts Roland into successfully walking the falls, but a New York subway strike causes the bank to foreclose its loan. Buttons refuses to serve the order, and Mature saves the day by putting the circus on TV for enough money to cover his expenses. Grant has always wanted to quit the nomadic circus life but feels she must first perform on the trapeze. Roland's trapeze assistant, David Nelson, is exposed as the spy from the rival outfit, and he almost causes Grant's death. She is saved by Roland, and Nelson plunges to his death from the tent top. Buttons and Grant, Mature and Fleming clinch at the fade.

X-RAY: Everybody loves the circus, it is said, and this entertaining colorful big-top extravaganza certainly captures the flavor of the tent show. The story is pure corn at times, but always entertaining corn. Production and direction are tops, keeping things moving fast. A name-packed cast seems to have as much fun as audiences are expected to experience and offer another strong selling feature to enterprising exhibitors. Some of the world's finest circus acts perform for the CinemaScope cameras and there are plenty of circus thrills. The youngsters should eat it up, and their parents should have a ball as well. Unless interest in the circus has disappeared completely (perish the thought), AA has a bright, shiny winner. Screenplay is by Allen, Charles Bennett, and Irving Wallace.

TIP ON BIDDING: Better rates.

AD LINES: "Step Right Up, Children Of All Ages, To The Biggest Show Of Them All—The Big Circus"; "All The Excitement, Color, Fun Of The Big Top—A CinemaScope Joy For Eye And Ear."

## COLUMBIA

### Anatomy Of A Murder

160M.

Columbia

ESTIMATE: Superior entertainment

CAST: James Stewart, Lee Remick, Ben Gazzara, Arthur O'Connell, Eve Arden, Kathryn Grant, Joseph N. Welch, George C. Scott, Orson Bean, Russ Brown, Murray Hamilton, Brooks West, Ken Lynch, John Qualen, Howard McNear, Ned Weaver, Jimmy Conlin, Royal Beal, Joseph Kearns, Don Ross, Lloyd LeVasseur, James Waters, Duke Ellington. Produced and directed by Otto Preminger. A Carlyle Production.

STORY: Lawyer James Stewart would rather fish than work. However, he becomes interested in the case of Ben Gazzara, accused of the murder of his wife's alleged rapist when he meets Lee Remick, the attractive wife. Although he knows it will be a tough case to win due to the difficulty in finding evidence and the fact that the state does not recognize the so-called "unwritten law" that a man can kill someone who has attacked his wife, he talks it over with his long-time alcoholic crony Arthur O'Connell and his secretary Eve Arden. Learning his bank account is non-existent is the final persuader and Stewart swings into action. The local judge is ill and the prosecutor Brooks West will have the top support of top state attorney George C. Scott. Key witnesses clam up. However, O'Connell sobers up and ferrets out legal precedents. Outside judge proves to be experienced Joseph N. Welch. The State presents a solid case, building up a damaging case against Gazzara. Stewart finally pins down a coached witness as to the motive for the murder — Remick's rape and establishes that Gazzara acted under an "irresistible impulse." O'Connell comes up with a legal precedent covering this; and Stewart wins the case when the dead man's daughter Kathryn Grant finally testifies in support of Remick's story. "Not Guilty" is the verdict and Stewart and O'Connell go to collect their fee; but Remick and Gazzara have left town leaving a note for them that they have acted under an "irresistible impulse." Without funds or client, the partners return to their fishing.

X-RAY: This film is of high quality in all departments. It interests, it absorbs, it amuses, and it entertains on a great scale. The work was viewed before a good size audience and seldom has a film captivated and engaged its onlookers as has this. "Anatomy" emerges as a film of unusual proportions capable of garnering record making boxoffice returns. The picture is a long one, but never falters in interest or attention. Perhaps this is due in part to the absorbing screen play, or its quality direction and production, or the superb performances by the entire cast. James Stewart, George C. Scott, and Attorney Joseph N. Welch are particularly good. Whatever the reason, "Anatomy" is a picture of great entertainment value. Exhibitors should be aware that the film contains some of the frankest dialogue ever

to come from the screen. Screenplay is by Wendell Mayes, from the novel by Robert Travers.

TIP ON BIDDING: Better rates.

AD LINES: "The Perfect Cast Brings The Perfect Courtroom Novel To Blazing Life On The Screen"; "All The World Loved The Book . . . Now All The World Will Cheer The Film . . . Passions Flare, Tempers Blaze As A Maze Of Evidence Reveals The Anatomy Of A Murder."

### Legend Of Tom Dooley

MELODRAMA  
79M.

Columbia

ESTIMATE: Program meller based on popular folk song.

CAST: Michael Landon, Jo Morrow, Jack Hogan, Richard Rust, Dee Pollack, Ken Lynch, Howard Wright, Ralph Moody, John Cliff. Written and produced by Stan Shpetner; directed by Ted Post.

STORY: In 1865, three Confederate soldiers Michael Landon (Tom Dooley), Richard Rust, and Dee Pollack attack a stagecoach carrying Union soldiers and a number of passengers including a Confederate soldier. They are unaware that the Civil War is over, and the Union soldiers are killed while the Confederate soldier is fatally wounded. Before he dies, he informs them of the war's end. Considered murderers, they try to avoid capture. Before leaving the area, Landon wants to see his girl, Jo Morrow, who promised to wait for him. Pollack is seriously wounded, and they take him to the town's doctor. The sheriff and some of the townsfolk try to stop them from leaving, but they get away. The ride is too much for Pollack and he dies. When Morrow agrees to go with Landon, Jack Hogan, a competitor for her hand, attempts to arrest him. He follows them as they get married and captures Landon, jailing him. He is due to hang the next morning. Meanwhile, Rust is captured by Union soldiers, but he manages to get a gun and turn the tables on them. He breaks Landon out of jail and they flee, with Morrow to be picked up on the way. Hogan is waiting for them. Rust is badly wounded while Landon and Hogan battle hand-to-hand. When Morrow tries to help, she is fatally stabbed. Rust kills Hogan before he dies, and deputies arrive to return Landon to town and hanging.

X-RAY: The popular folk song, "Tom Dooley," is the basis for the story, with the Kingston Trio singing the song in the background to stress incidents in the yarn. It is done in interesting fashion though the story is a sad and hopeless one, with all the characters dying at the conclusion. The cast is unknown for the most part, and the actors turn in a competent job. The direction and production are okay. The entry is best suited for the lower half, with the song being available for added exploitation impetus.

TIP ON BIDDING: Program Rates.

AD LINES: "The Startling Story Of A Man Hunted For A Crime He Never Wanted To Commit"; "The Story Behind The Song Everyone Has Heard."



**Porgy And Bess**

Columbia  
(Technicolor)  
(Todd A-O)

OPERA  
146M.

ESTIMATE: Superior entertainment.

CAST: Sidney Poitier, Dorothy Dandridge, Sammy Davis, Jr., Pearl Bailey, Brock Peters, Leslie Scott, Diahann Carroll, Ruth Ataway, Clarence Muse, Everdinne Wilson, Joel Fluellen, Earl Jackson, Moses La Marr, Margaret Harston, Ivan Dixon, Helen Thigpen. Produced by Samuel Goldwyn; directed by Otto Preminger.

STORY: Sidney Poitier, a crippled beggar, makes his home on Catfish Row, a tenement section in Charleston, South Carolina, in 1912. He gets around on his knees and with the help of a goat-drawn cart. Other inhabitants of the area include cook shop proprietress Pearl Bailey; Diahann Carroll and her fisherman husband, Leslie Scott; churchwoman Ruth Attaway and her husband, Joel Fluellen; Sammy Davis, Jr., who makes a living peddling liquor and dope. One of the crap games is attended by swaggering, burly stevedore Brock Peters and his girl, Dorothy Dandridge. He engages in a fight with Fluellen and kills him. He is forced to flee leaving Dandridge behind. All doors are closed to her except that of Poitier, who treats her with kindness. She is touched, and the hostility of the others lessens towards her as time passes. Poitier gladly buys her a divorce from Peters. The next time she sees Peters is when she attends the annual picnic on a wild island where he has been hiding from the police. She tries to escape but he seizes her and pulls her into the thickets. She returns two days later delirious. Recovering, she assures Poitier that she prefers to remain with him. At the height of a hurricane, Peters returns and tries to take Dandridge again, but he doesn't succeed. He returns in the middle of night, and he and Poitier battle hand-to-hand until Poitier kills him. Police take him to jail the next morning ostensibly to identify the body. Davis convinces Dandridge that he won't return and that she should accompany him to New York. When Poitier returns, he is told of her departure, and he leaves to be with her no matter what the distance or the hardships he has to endure.

X-RAY: "Porgy And Bess" is something special both as to entertainment value and as to presentation. It is a colorful screen attraction that has reputation behind it, having been highly successful over the years as a stage hit. Needless to say, a goodly percentage of the world's populace is aware of the story, and even more of the fine Gershwin music that has stirred listeners. The screen version is magnificently attired in color, atmosphere, and setting, in addition to which it is finely acted and outstandingly directed and produced. The practically all-Negro cast is moving in its evaluation of the story, and the music has been so well presented that what emerges is a believable and highly entertaining film. The film is being sold on an advanced admission scale with reserved seats and an intermission, and it would seem that there will be plenty of takers even under those conditions. Naturally, some situations will fare better than others depending on population, desire to see, etc. The music is by George Gershwin, libretto by DuBose Heyward, lyrics by Heyward and Ira Gershwin, based on the play "Porgy" by DuBose and Dorothy Heyward.

TIPS ON BIDDING: Higher rates.

AD LINES: "The Entertainment That Has Been Waited For By Millions Now On The Large Screen In Magnificent Color"; "A New Experience In Screen Entertainment."

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**MGM****The Beat Generation**

MELODRAMA  
95M.

MGM  
(CinemaScope)

ESTIMATE: Offbeat cops and robbers tale.

CAST: Steve Cochran, Mamie Van Doren, Ray Danton, Fay Spain, Louis Armstrong, Maggie Hayes, Jackie Coogan, Jim Mitchum, Cathy Crosby, Ray Anthony, Dick Contino, Irish McCalla, Vampira, Billy Daniels, Maxie Rosenbloom, Charles Chaplin, Jr., Grabowski. Produced by Albert Zugsmith; directed by Charles Haas.

STORY: Smooth Ray Danton is actually a psycho who gets his "kicks" from assaulting housewives. One of his victims is Fay Spain, wife of detective Steven Cochran, who begins the hunt for the criminal with fanatic energy. It appears as though Cochran will destroy his marriage through the all-consuming hate for the rapist. Spain is pregnant and Cochran is obsessed with the fear that it is not his child, but the attacker's. Mamie Van Doren, a good-time blonde, makes the acquaintance of Jim Mitchum, Danton's stooge, and is drawn into the world of the "beatniks," their far-out beliefs and strange parties. Cochran believes Van Doren will eventually lead him to Danton and follows her relentlessly. She finally does lead him to the "Beat" hangout, and Danton is captured after an underwater fight. Cochran, realizing that his own obsessive desire for revenge was wrong, returns to his wife.

X-RAY: This crime meller treats the "beat" generation in an off-the-cuff, stereotyped manner and concentrates on the action elements. The "beatniks" involved are nothing more than laughable caricatures of whatever the "beat" generation is supposed to be or believe in. The acting is satisfactory, with Danton doing a fine job as the psychopath. The weird dialogue of the "beat" world provides a few laughs. Exhibitors concentrating on the salable title may be able to draw the teen-agers who consider themselves members of the "beat" cult. Some musical numbers, also of the offbeat type, are heard. All in all, it's a moderate programmer with an unrealistic but offbeat approach. Written by Richard Matheson and Lewis Meltzer.

TIP ON BIDDING: Fair program rates.

AD LINES: "Behind The Weird 'Way-Out World Of The Beatniks . . . Their Pads, Their Jazz, Their Kicks"; "The Black-Gloved Fiend Came Out Of His Nightmare World Of Beatniks To Claim His Victims."

**North By Northwest (922)**

DRAMA  
137M.

MGM  
(VistaVision)  
(Technicolor)

ESTIMATE: High rating, entertaining Hitchcock entry.

CAST: Cary Grant, Eva Marie Saint, James Mason, Jessie Royce Landis, Leo G. Carroll, Philip Ober, Josephine Hutchinson, Martin Landau, Adam Williams, Edward Platt, Robert Ellenstein, Les Tremayne. Produced and directed by Alfred Hitchcock.

STORY: Cary Grant is an advertising executive, who is mistaken for a Federal agent by a gang of spies headed by James Mason. Grant is ordered killed. He escapes and his story is not believed by authorities. In an effort to clear things up, he goes to the executive presumably involved in the ring. The U.N. man is killed and Grant is blamed. A United Nations building to talk to an ex-lead convinces him to head for Chicago which is easier said than done since the police are seeking him everywhere. He is aided aboard the train by Eva Marie Saint, who seemingly falls for him, but in reality she's a member of a government agency posing as the mistress of Mason. They set him up for another kill, but again he escapes. Again the setting changes, and this time it's Rapid City, where Mt. Rushmore is located.

He learns the whole story and Saint's part in it. He also realizes he loves her. Grant overhears enough to realize that Mason and associates are on to her and plan to kill her once they take off in a private plane for abroad. Grant gets her away, and they escape with a valuable container of micro film. After this, they are able to concentrate on a future together.

X-RAY: This latest Alfred Hitchcock production is a mery melange of mirth, murder, and mayhem made the more enjoyable by a fine cast, superior direction and production, and unusual settings and situations. A sneak preview audience catching a rough print had a wonderful time following and appreciating the antics of Cary Grant at his best, as well as a top supporting cast. They roared at the comedy and comic situations; they were in awe as suspense piled on suspense; they duly appreciated the action; while the expert photography garnered its share of favorable reaction. Hitchcock and cast traveled far and wide lingering long enough to capture highlights of many areas, so that the end result is fine entertainment that will probably wind up high in the profit column, making nothing but money while giving the viewer full value. The screenplay is by Ernest Lehman.

TIPS ON BIDDING: Higher rates.

AD LINES: "An Entertaining Experience In Mirth, Murder And Mayhem"; "Suspense At Its Funniest . . . Hitchcock's Best."

**PARAMOUNT****The Man Who Could Cheat Death**

MELODRAMA  
83M.

Paramount  
(Technicolor)  
(English-made)

ESTIMATE: Better than average horror meller.

CAST: Anton Diffring, Hazel Court, Christopher Lee, Arnold Marle, Delphi Lawrence. Produced by Michael Carreras; directed by Terence Fisher; Hammer Film Production.

STORY: Dr. Anton Diffring, whose hobby is sculpturing beautiful women, looks 35 years old but is actually 104. A special gland operation renewed every 10 years and a mysterious elixir keeps him ever young. He renews a romance with Hazel Court, arousing the suspicion of Dr. Christopher Lee, also in love with Court. Diffring's old friend, Dr. Arnold Marle, is to perform the necessary operation to keep him young, but is horrified to learn that Diffring has murdered to get the necessary gland for replacement. When he refuses to perform the operation, Diffring kills him, imprisons Court, and forces Lee to operate. Diffring rushes back to Court who has discovered another of his victims, Delphi Lawrence, horribly disfigured. The mad Diffring begins to age before her eyes, and realizes that Lee only pretended to go through with the operation. Court is rescued as Diffring and Lawrence perish in a blaze set off by the latter.

X-RAY: The careful production, color photography, and good acting that are trademarks of all Hammer horror subjects are present here as well, lifting this into the above average horror category. The film, however, lacks some of the action elements of other Hammer subjects, relying mainly on talk. There is a chilling climax, however, and enough interest to satisfy horror fans who seem to be legion. Diffring is excellent in the lead, Miss Court beautiful in period costumes, and the direction well-paced enough. It's a worthy addition to the horror program. Screenplay is by Jimmy Sangster.

TIP ON BIDDING: Fair program rates.

AD LINES: "His Terrifying Secret . . . His Hideous Obsession Made Him The Man Who Could Cheat Death"; "Follow His Trail Of Horror Around The Globe As He Brutalizes Helpless Young Girls To Satisfy His Inhuman Lust For Life-Fluid."



## UNITED ARTISTS

### Pier 5, Havana

MELODRAMA  
67M.

United Artists  
(Premium)

ESTIMATE: Topical programmer.

CAST: Cameron Mitchell, Allison Hayes, Eduardo Noriega, Michael Granger, Logan Field, Nestor Paiva, Otto Waldis, Paul Fierro, Edward Foster, Ken Terrell, Donna Dale, Vincent Padula, Fred Engelberg, Rich Valin, Walter Kray, Joe Yrigoyan. Produced by Robert E. Kent; directed by Edward L. Cahn.

STORY: American Cameron Mitchell goes to Havana following Castro's successful revolution to search for a friend, Logan Field, who has disappeared. Mitchell suspects an old flame, Allison Hayes, who was married to Field but had left him and taken up with influential Cuban Eduardo Noriega. Mitchell's investigation leads him to Nestor Paiva and Otto Waldis, involved in an anti-Castro plot to restore Batista to power. Field, wounded, returns and tells of a plot to bomb Havana. Noriega is exposed as the leader of the plot, and Field are killed. With the aid of Cuban police officer Michael Granger, Mitchell wins the showdown battle and the plot is crushed. He and Hayes clinch at fadeout.

X-RAY: This low budget programmer takes advantage of recent headlines from Cuba to dress up an average action meller, and the locale of revolution-torn Cuba makes for additional interest. Acting, direction, and production are satisfactory, and news clips of Castro's triumph are well integrated with the story. Much of the ground covered is familiar, but there are enough elements of action and intrigue to comprise a satisfactory addition to the program. The story is a simple one of spies and counter spies and could be about anywhere else as well as Cuba, but the topical locale can't do anything but help the film's chances. Written by Bernard C. Schoenfeld.

TIP ON BIDDING: Program rates.

AD LINES: "Torn From The Headlines . . . Action And Intrigue In Revolt-Torn Cuba"; "Swept Up In The Explosive Aftermath Of Cuba's Revolution . . . An American Seeking Answers And The Girl He Couldn't Trust."

## UNIVERSAL

### Curse Of The Undead (5924)

MELODRAMA  
79M.

U-I

ESTIMATE: Vampire stalks the west in program entry.

CAST: Eric Fleming, Michael Pate, Kathleen Crowley, John Hoyt, Bruce Gordon, Edward Binns, Jimmy Murphy, Helen Kleebe, Jay Adler. Produced by Joseph Gershenson, directed by Edward Dein.

STORY: Following a series of mysterious deaths of young girls near a western town, Dr. John Hoyt is killed. His son, Jimmy Murphy, accuses greedy neighbor Bruce Gordon, and Murphy is killed in a gun duel despite efforts of his sister, Kathleen Crowley, and preacher Eric Fleming. Revengeful, he hires sinister gunman Michael Pate to avenge Gordon. Pate invades her room and withdraws blood from the sleeping girl's neck, which also gives him influence over her. Fleming discovers ancient documents which reveal that the son of the Spanish nobleman many years ago murdered his wife for being unfaithful and then killed himself. He was cursed as a vampire and made to live the life of the undead. After the sheriff, Ed Binns, is murdered by Pate, Fleming knows that he is the vampire. Imbedding a tiny wooden cross in the head of the bullet, he destroys the fiend forever. Crowley recovers, and she and Fleming plan future together.

X-RAY: When Dracula-type Michael Pate invades the west, death is widespread and horror stalks the range. There are a number of horror scenes especially where blood is drawn, and fans who go for this type of film fare should be satisfied with this entry. The story holds interest after a fashion, and acting, direction, and production are adequate. The title and subject matter lend themselves to exploitation. The screenplay is by Edward and Mildred Dein.

TIP ON BIDDING: Program rates.

AD LINES: "Out Of An Unseparable Nightmare He Rode—Half Human—Half What?"; "The Countryside Terrorized; The Young and Beautiful Drained Of Life!"

## FOREIGN

### Room 43

MELODRAMA  
93M.

Cory  
(English-made)

ESTIMATE: Mediocre, sensation-seeking import.

CAST: Diana Dors, Eddie Constantine, Herbert Lom, Odile Versois, Brenda De Banzie, Robert Brown. Produced by John Clein; directed by Alvin Rakoff.

STORY: Cabbie Eddie Constantine borrows money for a new taxi from a loan company owned by Herbert Lom, actually a front for Lom's international white slave operations. Brenda De Banzie, Lom's lady of the house, travels to Paris for fresh talent and returns with Odile Versois, whom she has framed into a robbery charge and then rescued. Diana Dors, the pro with the heart of gold, is Miss De Banzie's friend and employee in the "house" next door. In order to assure himself that his new import can never be departed, Lom schemes to have her wed to Constantine, then have the marriage annulled. This he achieves by demolishing Constantine's new hack and then making good the despondent cabbie's loan. In return for this, the ignorantly grateful Constantine agrees to be the temporary groom, despite warnings from friend and fellow driver Robert Brown. If not love, it is mutual attraction at first sight, and Constantine promises himself that no harm shall come to Versois. Versois remains ignorant of her impending fate until she accidentally discovers that the house next door is definitely not a home. Constantine dashes to the rescue with a dozen of his fellow cab drivers. While the climactic riot is under way, Lom scurries to the attic, which is promptly bolted and set aflame by Dors, seeking to avenge her kid sister who had committed suicide.

X-RAY: A mediocre British import, in which Dors uncovers a minimum of her widely touted torso and none of her acting ability. Constantine and Versois are almost as impassive. A badly told tale of the world's oldest pastime, the film contains little that can satisfy either seekers of entertainment or sensationalism. Screenplay by Patrick Alexander.

AD LINES: "For Those Who Think They've Seen Everything"; "Nothing Hidden, Neither The Sin Nor The Shame"; "A Picture Best Understood By Adults."

## MISCELLANEOUS

### The Big Fisherman

DRAMA  
180M.

Buena Vista

(Panavision; 70mm) (Technicolor)

ESTIMATE: Highly interesting entertainment.

CAST: Howard Keel, John Saxon, Susan Kohner, Herbert Lom, Martha Hyer, Ray Stricklyn, Beulah Bondi, Alexander Scourby, Marian Seldes, Mark Dana, Rhodes Reason, Charlotte Fletcher, Henry Brandon, Leonard Mudie, Jay Barney, Tom Troupe, Brian Hutton. Produced by Rowland V. Lee; directed

by Frank Borzage. A Centurion Film.

STORY: Susan Kohner, a half-Arabian, half-Judean princess, is loved by two Arab Princes: John Saxon and Ray Stricklyn, heir to the throne. Her preference for Saxon so enrages the neurotic Stricklyn that he determines to break up the romance. Stricklyn reveals that her father, Herbert Lom, Tetrarch of Galilee, deserted her mother, Princess Marian Seldes, when she was a baby; and that Lom and his present wife, Martha Hyer, are infamous for their cruelty. Following the sudden death of Seldes, Kohner takes a vow to be the avenger of her mother and her people, and rides toward Galilee. Robbed of her horse, she is found by Howard Keel, the Big Fisherman. He takes her home to mother-in-law Beulah Bondi and kindly neighbor Alexander Scourby, a magistrate who learns her identity which he does not reveal. Through the aid of Scourby, Kohner becomes employed in the Tetrarch's palace. When her opportunity to kill her father arrives, she is unable to go through with it because of the influence of Jesus. Keel, Jesus' chief disciple, takes the girl back to her own country, where they find Stricklyn, afflicted by a crippling disease. He begs Keel to cure him. Stricklyn returns to his old evil ways and collapses and dies as warned he would if he broke his promise to reform. Kohner and Keel are preparing to embark when they see Saxon approaching, but before he reaches them he learns that he has become King of Arabia. Hearing this, Kohner leaves. When Saxon begs her to return and marry him against the law of his land, she refuses and sails toward Galilee to carry on the work of Jesus.

X-RAY: Someone once said if a film contains a touching love story, sufficient action, vast scenic beauty, and a subject of unusual attraction, plus religion in palatable and acceptable form, it is strong in potential and capable of returns of sizeable proportion. All of the aforementioned are to be found in the "Big Fisherman" and in generous amounts. Some top talent has been assembled, and they have used their gifts with purpose and aptness so that the result is impressive. The story by Lloyd C. Douglas has been filmed in 70mm so that scenic elements are remarkably preserved and beautifully presented on the largest of screens. Whether its length is excessive is something the future and viewers must determine. This viewer was considerably impressed. The story of kings and empires; of love, devotion and hate; of the founding of Christianity; and of the moving of spirits and people is interesting as well as informative. Capable direction and knowing production are assets, while the use of color has enhanced the entry. In addition, a large cast performs well. The public needs to be informed about the film, and what the majority decides should please exhibitors everywhere.

TIP ON BIDDING: Better rates.

AD LINES: "All The Sweep And Majesty Of Christianity's Birth—A Moving, Richly Rewarding Experience," "The Story Of A Man's Faith, Strong Enough To Move Empires . . . An Epic Tale Of Love And Hate, Devotion And Deceit."

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JULY 1, 1959

SECTION THREE  
Vol. 62 No. 8

# EXPLOITATION

**ACTUAL PROMOTIONS, accomplished by Experienced Theatremen, that can be applied with profit to many other Theatre Situations.**

This special section is published every-second-week as a separately bound saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each such cumulatively numbered saveable section represents current submissions that have been judged by the Editorial Board as having the originality and ticket selling force to warrant placement in the 1958 SHOWMEN OF THE YEAR CONTEST (explanation elsewhere). It is recommended that theatremen save complete annual consecutively numbered files of these EXPLOITATION sections, and on the last page of each issue will be found a complete cumulative index for the preceding 12 months. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 246-48 N. Clarion St., Philadelphia 7, Pa.

**Individual ACHIEVEMENT CITATIONS have been issued for each of these:**

## A CIVIC-CLUBS

Number 26

Reaching The Intelligentsia

**THEATRE:** Beverly Canon,  
**ADDRESS:** Beverly Hills, Cal.  
**MANAGER:** E. D. Harris

In our campaign on MGM's "The Doctor's Dilemma" we reached out for the intelligentsia by holding an advance screening for the press, college, librarians, fashion schools, book stores, apparel manufacturers and leading stores, and dramatic schools.

Special data on the film was mailed for distribution by teachers' associations, apparel manufacturers, medical groups and modeling schools.

The Southern California Photographers Association carried a story in a mailing bulletin about Cecil 'Oscar' Beaton, former professional photographer, who designed the wardrobe for the film.

The California Apparel News, widely circulated to retailers and manufacturers, had art and story break on the picture.

A pamphlet-program bearing some of Shaw's famous sayings was distributed in libraries, book stores, schools and beauty parlors. Window displays in book stores on Bernard Shaw novels plugged theatre and film.

Dirk Bogarde, star of "Doctor's Dilemma," in Hollywood on a picture assignment, was theatre guest on opening week-end to see his picture for the first time with an audience. He held an autograph session for patrons.

The American Educational Theatre Association with a membership of over 250, heads of the theatre arts in colleges and high schools in Southern California, held their annual convention a few weeks before picture opening. To afford a break in their meeting, we furnished them with free guest tickets which they distributed through a drawing. We also supplied them with literature on the film which they discussed with Danny Desmond, their program manager, advising all members to "talk up" the picture to students and faculties when they returned to their respective schools.

The Bernard Shaw Society of Los Angeles staged a special dinner party at one of the swank restaurants honoring Bernard Shaw with the press, Robert Kirsch, book editor, Los Angeles Times, and heads of theatre arts in college in attendance. The Society proclaimed "Bernard Shaw Week" in honor of the dramatist's famous stage play which was now on the screen. Following the dinner, they were guests of the theatre to see the film.

## B. KIDS' MATINEES

Number 36

Reporter Visits Kids' Show

**THEATRE:** Schine's Liberty,  
**ADDRESS:** Rochester, N. Y.  
**MANAGER:** Frank Bassett

One of the best breaks we ever received was the one we received in the Rochester



Loew's Theatres works very closely with the "editors" of public, high and parochial school papers, and here Reginald Dowell, manager, Loew's Sheridan, in Manhattan, New York, N. Y., welcomes some of the 1,000 such guests at a preview of MGM's "The Mysterians" on a recent Saturday morning. This film, coupled with MGM's "Watusi," played the Loew's metropolitan theatres later.

Times-Union on a cartoon show that was held on a recent school holiday. The free space measured five columns x 6½ inches including a three-column picture that was taken inside the theatre.

The paper sent reporter Jose Echaniz, Jr., to do the feature article titled "A Grownup Visits Children's Movie."

In part, his article read: "A boy about 10, one of the first to enter the theatre brushed by this reporter, took one look down the aisle and yelled to a friend, 'Hey, it's empty.' It was the front row center for him. He took off like a sprinter down the aisle and claimed a seat in the front row. The rest of the row filled in shortly after."

"What happens to an adult in this realm of the 3-to-12 year-olds? Well, you're mistaken for an usher, of course."

"Hey, mister, when do the cartoons start?"  
"Where do they sell the popcorn?"



Jack Sage, manager, Fisher, Detroit, points with pride to the huge lobby diagram of the easiest routes to his theatre. Shown are the expressways and main highways of the city in relation to the theatre, which is located in the lobby of a skyscraper in the center of town.

"Hey, I just put a dime in the candy machine and only got a nickel back."

If you're carrying a camera:

"Will ya take my picture, mister, will ya?"

"Hey, how about taking a picture over here."

"Don't you want to take my picture?"

There seems to be a code for those attending kids' matinee cartoon shows. First, you have to get in line at least an hour before the show starts. Yesterday's line stretched about 200 feet down the avenue and around the corner.

Second, once in the theatre, you must change seats at least three times every five minutes.

Third, you are expected to make a stop at the candy counter before going to your seat; and several times before the show starts.

Lastly, and perhaps, most important, you are expected to yell as loudly as you possibly can as each cartoon ends and the next one starts. The code seems to be quite specific on this point, however—you are allowed one breath to start with and you must continue yelling as long as you can without taking another breath.

"The youngsters in the crowd were not all boisterously active. The quieter elements were also represented. One boy sitting in the last row criticized the practice of grabbing the seats up front. 'It's bad for you,' he explained. The explanation was suddenly interrupted when he spotted a friend. 'Hey, I got my picture taken three times. It's going to be in the Times-Union tomorrow night.'"

By reading an article such as this adults are bound to have their enthusiasm and curiosity kindled and will wish to share Echaniz's reaction to his first experience.

Also an article such as this proves that the motion picture theatre is a good place for the youngsters to go—that they have a wonderful time at a cartoon show; that they are out of harm's way and can let off some steam in good clean fun.

## E SCHOOL TIE-UPS

Number 14

Gets In On Nurses' Graduation

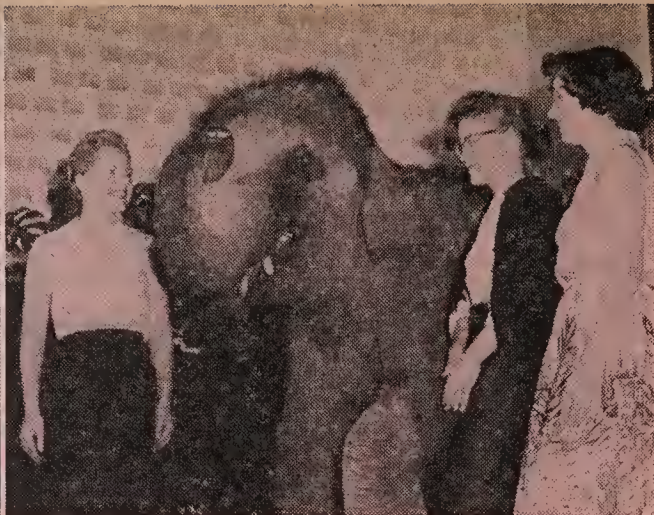
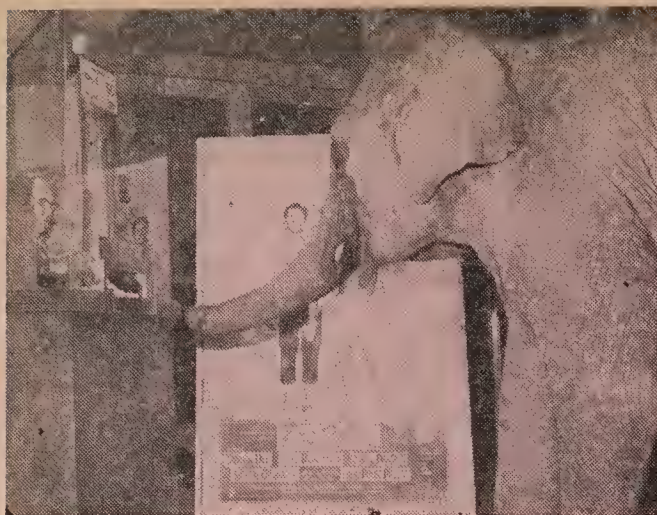
**THEATRE:** O'Brien,  
**ADDRESS:** Pembroke, Ontario, Canada  
**MANAGER:** G. J. Barry

We have found the combination of promotion, graduation and romance hard to beat.

In order to get "Mardi Gras" off to a flying start, I invited the graduating class of the Pembroke General Hospital School of Nursing to be our guests on opening night, while the intermediate students prepared a banquet in their honor at the nurses' residence.

With the theatre properly decorated with streamers, serpentine, confetti, paper hats, masks, etc., we asked the Mother Superior to have the girls ready 20 minutes before show-time. We had cars ready to drive the young ladies to the theatre with a police escort in the lead. When the cars arrived at the theatre radio station CHOV was on hand under the marquee and the manager of the station interviewed each girl and plugged the pic-





Gilbert Helmke, Lawrence Park, Broomall, Pa., recently exploited Columbia's "Gidget" by playing host to local teenage girls as "Gidgets Of The Night," and was surprised when Emma, a "Gidget" elephant from a nearby traveling animal show, presented herself at the box-office and demanded admission. On the right, Emma is seen with some of Helmke's human "Gidget" guests.

ture while talking to them. CHOV taped this interview and it was on the air five times the next day at the peak listening times.

We promoted the leading florist of the town to donate a corsage for each girl and Moirs candy company came through with a two-pound box of "Pot Of Gold" chocolates for each graduate. A nine-year-old girl and a 10-year-old boy did the presentation of the gifts in front of the theatre. We had a blind date in the lobby for each of the girls and when they entered the theatre the blind date picked out the girl of his choice, showered her with confetti, gave her a mask and a paper hat and escorted her to the section of the theatre reserved for them.

The photographer and the women's editor of the local daily newspaper were on hand and as a result we got two pictures on the front page and an editorial on the women's page the next day.

We also promoted the town's leading downtown restaurant to have the girls and their blind dates as their guests after the show

and announced this from the stage when all were seated.

We didn't start the picture until the girls and boys were in their seats and the excitement had died down.

This was one of the best publicity and public relations stunts we have pulled and for every night of the showing of "Mardi Gras" added fresh decorations to the theatre. Many patrons unaware that the decorations were in keeping with the theme of the film, asked "What are the decorations for?" but they soon caught on.

## G | STUNTS-BALLY

Number 58

**Elephant Is A "Gidget", Too**

**THEATRE:** Lawrence Park,

**ADDRESS:** Broomall, Pa.

**MANAGER:** Gilbert Helmke

Columbia's "Gidget" recently afforded us with an opportunity to bolster lagging teenage patronage with the endorsement of the film by popular Dick Clark of TV's "Bandstand" program prompting it.

One week before opening our high school age ushers were each given a sign which they taped to the trunks of their hot rods. The sign read "Dick Clark goes for 'Gidget,' so I'm taking my gidget to see 'Gidget' at the Lawrence Park Theatre starting . . . (date)." The signs drew much interest and caused many comments when the cars were parked in prominent positions in the high school parking lot and at local teenage gathering places.

To back up these signs each usher was given complimentary tickets, good for the first two days of the run, to be distributed among the local teenage girls who most closely resembled the star of the film, Sandra Dee. About 50 girls were thus invited to be our "Gidget" for the evening when accompanied by a paying escort.

Another exploitable opportunity presented itself when a traveling zoo moved into the shopping center where the theatre is located for a one-week stand. This exhibit, billed as "America's Largest Traveling Zoo," is called "Animal Land, U.S.A." and is actually part of the Ringling Brothers and Barnum and Bailey Circus menagerie on summer tour. It consists of several caged wild animals and two full-grown Asian elephants. The tie-in came when the smaller of the two elephants appeared at the boxoffice on opening night with a complimentary ticket to see "Gidget."

The elephant, whose name is Emma, then entered the theatre main lobby during an intermission where she met our 'Gidgets' for the evening. Of course, bringing an elephant into a theatre lobby presents problems. With her trumpeting, she brought most of the audience to the lobby to see what was going on. The public gathered outside as well as those inside enjoyed the stunt, and it created a great deal of favorable comment through-

out our whole area.

The stunt was announced to local papers before hand and a photographer was on hand to record the event. It brought many a chuckling comment when pictures of the elephant at the boxoffice and poses of our 'Gidgets' for the evening, with the elephant included, of course, were published.

The value of the stunt was evident when the weekend brought out the largest teenage audiences that the theatre has ever had; and Columbia will be pleased to know that we played to the largest 'Gidget' of all—Emma, the 'gidget' elephant.

Number 59

**"Hot" Campaign on "Some Like It Hot"**

**THEATRE:** Schine's Rialto,

**ADDRESS:** Glens Falls, N. Y.

**MANAGER:** Jack Mitchell

Here are the really "hot" highlights of our recent campaign on United Artists' "Some Like It Hot."

The DJ's plugged the songs from the picture and gave us our playdates gratis.

Five music locations were set up with free one sheets obtained from National Screen Service.

Using a dressing screen in the lobby with cutout heads of Monroe, Curtis and Lemmon from the three-sheet peeking over the screen with copy on the outside of the screen, and a record player behind it, we played the lobby spot record and also a laughing crowd record and created an attention getting display.

We used door panels in two different windows, one at a loan company and the other in a vacant store. In addition, we had a full window on Glen Street where all traffic centers with a six-sheet cutout display. This was mostly homemade with the sign man lettering it; and it was a real knockout.

Heralds were used; and our ushers dressed in the roaring twenties dresses as street ballyhoo with sign reading: "We're on our way to see our bosom companions" with stars listed with title of picture.

We had an old car of the era driving around as street bally on opening day.

And we sold an ad to the local Ford dealer. This was a gag ad using Lemmon and Curtis and Monroe cuts as "three girls" and with copy reading: "For a good time call (phone number). If a man answers don't hang up, it's Lou Parsons, of Parsons Ford. Because some like it hot—we're saying we have the hottest deals in town, Free to the first 25 people calling Parsons giving the names of the three stars shown above in "Some Like It Hot" will receive a guest ticket to see the picture opening Friday at Schine's Rialto Theatre."

## I. | INSTITUTIONAL

Number 51

**Silver Wedding Anniversary Party**

**THEATRE:** Belle,

**ADDRESS:** Belle Fourche, S. D.

**MANAGER:** Mert Martin

After reading the press book on 20th-Fox's "The Inn Of The Sixth Happiness" and learning that the sixth happiness is one that each of us must find in our own hearts, it struck me that people loving each other and living together for years surely must have found the "sixth happiness."

So I contracted T. I. Newell, who has a small studio in his home and does two hours and 30 minutes of broadcasting over KDSJ in Deadwood, S. D. We worked out a deal whereby he would use his program for a week asking people to send in the names of persons they knew who had been married for 25 years or more, so we could send them an invitation to our "Silver Wedding Anniversary Party" and premier showing of "The Inn Of The Sixth Happiness."

As a result of this program we received  
(Continued on page EX 140)

### THE NEW 1959

## "Showman-of-the-Year" CONTEST

Each individual achievement, selected by the Editorial Board and published in this every-second-week EXPLOITATION Section of MOTION PICTURE EXHIBITOR, will receive an Achievement Citation. Five by the same showman published in any one year will receive a SILVER Achievement Citation. And, should any showman ever accomplish ten in the same year, a GOLD Achievement Citation will be awarded. No weekly or monthly prizes will accompany such citations.

At each year's end, all such published achievements will be submitted to the "COMMITTEE OF 100" theatre circuit executives for their individual study and their personal choice of the BEST FIVE. A minimum of

**\$100000  
IN PRIZES**

will be awarded to the five "SHOWMEN-OF-THE-YEAR" so selected. Alert showmen, interested in the international distinction to be gained from such awards, will recognize that an advantage lies in winning repeated individual published achievements. Address all submissions and photographs to: GEORGE F. NONAMAKER, Feature Editor, MOTION PICTURE EXHIBITOR, 246-48 N. Clarion Street, Philadelphia 7, Penna.



# Circuits Work To Attract Crowds During Sept. - Dec. Wealth Of Films

PHILADELPHIA—Recently with the announcement of the various companies' orderly release of product came reports of "fourth quarter drives" by American Broadcasting-Paramount Theatres, United Detroit Theatres, Northio Theatres, New England Theatres, Inc., Minnesota Amusement Company, Inter-mountain Theatres, Inc., Tri-States Theatres, and others, all of which outlined how to merchandise the product and "get 'em in" from now until the first of the year.

In this and the next few issues of EX-PLOITATION will be found outlines which may be adapted by all and which, it is hoped, will prove beneficial in perking up lagging boxoffice receipts everywhere.

New England Theatres, Inc., suggests a pre-selling campaign, stating:

"The immediate and pressing responsibility is to make plans to tell the public about the great wealth of entertainment coming to the screens in each community starting in Sep-tember.

"Sit down first with your competitor and map out with him a procedure for projecting and repeating constantly your enthusiasm for the movie fare coming to your theatres during the fall through Christmas period.

"Stories and activities along these lines should start, thru the medium of your screens, lobbies, newspapers, radio and TV, the first week in August so that by the time you get into September play dates, you will not only have made your community aware of the fine entertainment in store for them at their local theatres, you will be in a position to dove-tail and follow through with specific campaigns on the attractions playing your house.

"Contact the newspaper editor for a story or series of stories on the coming product. Try for a still or mat picture layout on the exciting new entertainment soon to be seen on the screens in your city.

"Tie up your local radio station for contests on attractions coming to your town. For correct answers, a pair of theatre tickets to an announced attraction.

"Promote the distribution of place mats in the local restaurants to start in August (coop with your competitor), using the theme —GET MORE OUT OF LIFE—GO OUT AND SEE A NEW MOVIE. List new product soon to fall due—liven the display with small mat material or paste it up and have it run offset.

"With your newspaper, promote a mer-chants' cooperative page listing attractions and tying in with merchant promotions.

"Carry new season product institutional copy in all advertising. Spot it around theatre —on regular displays—in newspaper ads. Use new season product screen trailer header with trailerettes that can be added as attrac-tions are dated.

"As an ad slogan, LET'S GO TO THE BIG SCREEN SHOW! THE GREAT NEW MOV-IES ARE HERE! has been adopted. It is to be used everywhere. Use it in trailers, news-paper ads, heralds, radio and TV copy—display it, snipe it, post it, shout it. Use it big; use it little; use it always in all ways.

"Bring the DJ's into your theatre on the opening day of a musical. . . . These boys have a following and their appearance as they broadcast from the lobby rather than from the station provides a lobby attraction and benefits from the constant plugs. Plan with the most popular DJ in town for him

## More Than Lip Service Needed To Get The Kids

CHICAGO—It may be old hat to ex-hibitors to talk about encouraging young-sters to attend movies regularly, but Filmack president Irving Mack, believes that too many showmen give the idea lip service without doing anything con-crete about it.

He suggests that exhibitors should NEVER be without some exploitation directed to the young audience—the adult audience of tomorrow. He suggests that theatres approach youngsters from several directions: through their parents; through special shows and gimmicks; and through an atmosphere of friendliness and courtesy in the theatre that will make young people want to come back again and again.

Mack said, "We have noticed a definite increase in the number of kids' shows being run. Showmen are becoming more and more aware of the fact that they must woo the young audience—their brightest hope for the future."

to sponsor an invitational preview of a hard-to-sell attraction in which the DJ endorses the film, comments upon the tremendous im-pact it had on him. He invites the first 200 women who drop him a card, with their name and address, to a special preview showing as his guest, which he has arranged at your theatre.

"Be on the lookout for special attractions that have a selling and boxoffice value. In each case screen the picture, make special ad layouts, heralds, discount coupons, direct

mail, distribution in the schools and churches, etc.

## Holidays

"The standard holidays such a Labor Day, Columbus Day, Veterans Day, Thanksgiving, Christmas and New Years are those times during which the public has leisure time. Make sure you get your full share of this leisure time by having the strongest avail-able attraction booked and sold well in ad-vance. Wherever feasible, open your new program the day before or on the holiday.

## Special No-School Days

"Teachers' Conventions or meetings during the months of September and October, dur-ing which the schools will be closed entirely or for a half-day, will have special booking attention with a screen or stage program beamed to child patronage and sold well in advance. In many of our situations, there are religious holidays when many schools are closed. These dates are equally important and require the same no-school treatment and attention.

## Special Days

"Merchant Days—\$ Days—Back To School Sales—Harvest Sales—Chamber of Commerce merchant promotions open up for theatre participation. Downtown merchants are look-ing for fresh, modernized approaches to stimulate their seasonal promotions. They're looking for new ideas, novel promotions to bring people downtown. Our wealth of new quality movies offers them many new ap-proaches to cooperate in tieups of mutual benefit.

## Group Sales

"This is the medium for big sales applicable to many attractions. The classics, the film with the 'study guide' approach, the religious, the 'special group' appeal, the schools, the  
(Continued on page EX 140)



Illustrated above are some of the mats prepared by New England Theatres, Inc., Boston, to sell cartoon carnivals and other kiddies' shows. They may give ideas for your adaptation.



## COMPANY ASSISTS

**UNIVERSAL** has come up with one of the most unique and interesting live entertainment supplementations ever developed in behalf of a motion picture in Norma Mala, a young lady whose ancestry is said to go back to the Egyptian princesses of 1300 B. C., Andrew Low, one of England's leading Egyptologists, and an authentic copy of a famed Egyptian sarcophagus containing a mummy and insured by Lloyds of London for \$1,000,000. The couple, along with the sarcophagus, will tour the U.S. in behalf of "The Mummy." Miss Mala also appears in the film, while Low acted as its technical advisor.

**UNITED ARTISTS** and the Fontainebleau Hotel have prepared a series of co-operative ads in behalf of "A Hole In The Head," which will appear in 16 newspapers in the New York, Los Angeles, Chicago, Boston and Washington, D.C. areas reaching a combined readership of more than three million potential movie-goers. The cross promotion gives full credits for the Sincap Production, which was filmed on location in Miami Beach and features exteriors and interiors of the luxurious Fontainebleau Hotel.

**COLUMBIA** and Otto Preminger Productions have completed a promotion and tie-up campaign for "Anatomy Of A Murder" which includes both the Dell Publishing Company's special motion picture paperback edition of Robert Traver's novel; and St. Martin's Press' new hard-back book "The Anatomy Of A Motion Picture" by Richard Griffith, curator, Film Library of the New York Museum of Modern Art. In the record field, Duke Ellington, who created and plays the musical score for the film, has cut two 45 EP sides for Columbia Records which will be available for pre-release discs for deejays. Columbia Records will also release a long-playing sound-track album by Ellington. The cover of this album bears prominent picture credits and is especially suitable for window displays. A merchandising tie-up utilizing window displays and ads has been centered around the Joan Leslie wardrobe created for Kathryn Grant, who co-stars in the film. Tieups have been arranged with 35 Peck and Peck stores in eight cities. National tieups have also been set with Emmon's jewelers, Aquascutum raincoats and Underwood typewriters, all of which are used in the film.

### SILVER

(Continued from page EX138)

138 names of couples who had been married this length of time. The names came from a very wide trading area, covering about 200 square miles and touching four states, South Dakota, Montana, North Dakota and Wyoming.

I wrote a personal letter to all of these offering my congratulations, and inviting them to our silver wedding anniversary party. Of the 138, 34 showed up with one couple driving 110 miles for the event. This is a very good average due to age, distance and lambing season, etc. I arranged with Newell to present the couple having been married the longest with flowers.

After attending the showing these people actually stood in line to shake my hand and thank me for the invitation. All were very pleased. The good will of these older people, the lost audience, will be of untold value to this theatre.

To back up the anniversary party, I constructed a false front and put out heralds and window cards and had an advance lobby display for two weeks. Also complete radio and newspaper advertising.

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'nationality' relationship, the organization tie-in. Also, sell to industry and large retail establishments on the right attraction. Make it a theatre party for employees, an appreciation party, a benefit for a hospital, a Christmas party.

### Theatre Rentals

"There's a great source of added revenue to be found in theatre rentals, either a straight rental or the theatre with a show. Rentals may be made for Christmas parties, employer appreciation shows, benefits, conventions, etc.; and rentals may be made to service clubs, chamber of commerce, booster clubs, merchants, manufacturers, church organizations, veterans' groups, dramatic organizations (little theatres), musical groups, civic clubs, hospitals, schools, P.T.A., unions, boy and girl scouts, youth organizations, etc.

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### Concessions Ideas

"Try new methods of merchandising; put additional items on sale; try toy sales during Christmas period; try combinations such as hot dogs and drinks; put signs in front of theatre indicating items for sale in lobby; at kiddie shows give prominence to lower priced items; for adult attractions give prominence to higher priced items; give out samples of pop corn; run concession trailers at intermissions and between features.

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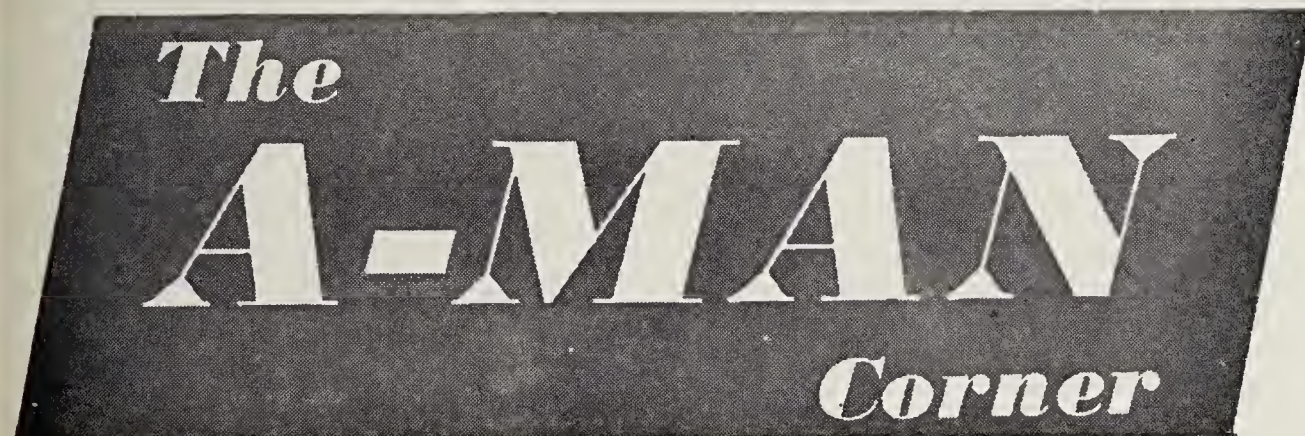
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\*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

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MOTION PICTURE

# EXHIBITOR

JULY 8, 1959

Volume 62

Number 9

IN TWO SECTIONS • THIS IS SECTION ONE

*Plus...*  
**SHOWMEN'S  
TRADE REVIEW**

Founded in 1933 by  
CHARLES E. "Chick" LEWIS



## N.Y. Censors Lose "Chatterley" Battle

(See Page 6)

## Carter Purchases Yates' Rep. Stock

(See Page 6)

Howard Minsky, veteran Paramount distribution executive, returned to the company's domestic sales organization recently as assistant to George Weltner, vice-president in charge of world-wide sales.

**editorial:** On Censorship—"Take a Bow, Boys" . . . (See Page 3)



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VOLUME 62 • NO. 9

JULY 8, 1959

## TAKE A BOW, BOYS!

"EVERY FACET of this industry should bring moral and economic persuasion to bear on the few who are willing to risk the future existence of the goose for a few grubby fast buck golden eggs. Step by step they are bringing a bad name, and some kind of supervisory censorship, on all of us." This is quoted from an editorial of ours in the July 2, 1958 issue, discussing the rash of censorship bills that were being introduced in many states, and the types of pictures, advertising, and people that were causing them.

Well, a year has gone by! The various industry organizations and individuals have fought valiantly beside the other defenders of enlightenment and freedom of thought. But no less than 21 motion picture censorship bills have been introduced this year in a total of 10 states. One (Maryland) actually passed and was signed into law. Eight (six in Pennsylvania and two in Ohio) are still pending in various stages of legislative action. With 32 state legislatures already adjourned, the crest of this season's flood would seem to have passed.

The current U.S. Supreme Court decision will put a quietus on such efforts for a while. But there will be more! And the intensity of the clamor for censorship will bear direct proportion to the "fast buck" efforts to sell cheap, and often bad taste, sensationalism. The "fast buck" boys furnish the ammunition to the censorship advocates. This is delineated in the following quote from the Weekly Catholic Standard and Times of June 26: "If anyone still doubts that movie regulation is necessary, we suggest a look at the movies announced this week for Philadelphia theatres. Even hard-boiled critics could not stomach one exceptionally revolting film."

So stand up, boys, and take a bow!

If it is your objective to arouse public indignation, and to reincarnate censorship restrictions and political persecutions leveled against this industry of ours, you are being eminently successful. Just a few more seasons, and just a few more of these code-less foreign films, and you'll have it made!

Once more, we learn the hard way.

## MORE ON CHILDREN-UNDER-12 ADMISSIONS

PROMPTLY FOLLOWING the appearance of our July 1 issue, containing our views on drive-in admission charges, we received an interesting letter from an eastern circuit operator containing a clipping of a current Pennsylvania Railroad advertisement relating to weekend excursions to and from New York. The "low round-trip coach fares" between Philadelphia and New York ranged from \$6.00 per adult, \$4.50 per child 12 through 17 years, \$3.00 per child 5 through 11 years, \$1.50 per additional child 5 through 11 years, to "FREE per child under 5 years."

His letter goes on to state: "Under these rates of a big railroad, approved by the Interstate Commerce Commission, and accepted by the public, father and mother plus three children in the 5 to 12 bracket, would cost the same as three adults or \$18. In our drive-in theatre we would charge for the two

adults only, or 50 per cent less. But if a father, mother, and three children in the over-12 bracket take the same trip, the railroad charges would be \$21.50 or roughly 20 per cent more. In our drive-in theatre we would charge for five adults or 150 per cent more. It certainly seems to make a lot of sense that we should re-figure our admission policies."

We are grateful for these views, and for the dozen or so others that have been received that we will discuss in later issues. There should be no mad rush of corrective pricing. But let's give thoughtful consideration to the best and most logical solution to our problem. And to the best way to present it for public acceptance.

Let's do it before distributors demand some different per capita film rentals on anything the public wants to see.

That's a heck of a way to run a railroad.

## THE "KILLER" GASSES AND DRIVE-IN HEATERS

TWO RECENT news events that captured front page headlines throughout the nation should make some drive-in theatre operators pause and think.

On June 2, a PROPANE GAS truck was involved in a traffic accident on a Pennsylvania highway, and after burning for a half hour it suddenly exploded, killing 11 and injuring 15 spectators, some of whom were as much as 300 feet away.

On June 29, two BUTANE GAS tank cars that were part of a 124-car Seaboard Airline freight train exploded on a Georgia trestle and spewed fire and death over a carefree crowd of bathers and boaters at a river beach. About 20 were killed instantly, but many of the badly burned and injured are certain to die from the effects.

These two gasses are "first cousins" in the cooking gas field, and though widely used in rural farmhouses and in remote vacation cottages, they are feared and closely supervised by all fire authorities in congested communities.

In the issue of Feb. 5, 1958, MOTION PICTURE EXHIBITOR took the editorial position that such gasses should not be used in in-car heaters in drive-in theatres. In a later issue of April 16, 1958 it repeated this view backed by a 38 state survey of fire marshal opinion. Some drive-in exhibitors were highly critical of our interest, and continued to use such devices in spite of the hazard to their patrons. Some were even so incensed as to cancel their subscriptions.

The above two current news items are printed as a reminder to all who were interested. These dead and injured were actual people. And this was the type of gas that some theatre operators put into their patron's cars.

We want to again repeat something that we said in each of our previous references: "MOTION PICTURE EXHIBITOR is proud of the fact that it ran no advertising on such products."

Integrity does not have a price tag!



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(This ad will be seen in a number of publications with total readership of 11,600,000.)

LISTEN TO THE KIDS  
IN THE MOTION PICTURE

## "blue denim"



*the lost  
Innocence...  
the rude  
awakening  
to what  
they had done...*

JANET (AGE 15):

**"Maybe  
I could go  
to my Aunt  
Clara's. She's  
over two  
hundred miles  
away. Maybe I could  
just disappear some-  
where or—just drown myself."**



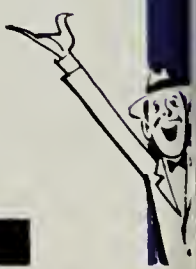
ARTHUR (AGE 16):

**"You're not  
going to go  
anywhere  
—or do  
anything.  
I'm  
responsible and I know  
a way out.. I'll take care  
of everything..."**

CAROL LYNLEY BRANDON de WILDE · MACDONALD CAREY · MARSHA HUNT

Produced by CHARLES BRACKETT Directed by PHILIP DUNNE Screenplay by EDITH SOMMER and PHILIP DUNNE

CINEMASCOPE 20<sup>th</sup> Century-Fox STEREOPHONIC SOUND





# NEWS CAPSULES

## Chi Bars "Anatomy" Bow

CHICAGO—Columbia's "Anatomy Of A Murder" failed to open a run here last week because of censorship ruling by the board comprising six women and Police Commissioner Timothy J. O'Connor, who called the film "obscene." The board objected to five scenes, but the Commissioner reduced the number to two. Mayor Richard J. Daley said he supported the decision of the board and the Commissioner.

Hubert L. Will, an attorney for Otto Preminger, director of the film, said Preminger would arrive this week from New York and would testify in Federal Court if a hearing on his motion for an injunction were granted. He also said he would call writers and experts on censorship to bolster his case.

Will held a private screening of the picture for a group of leading citizens.

Operators of the Woods, where the film was to have been shown, said they were holding over another picture until a court ruling is made.



## BROADWAY GROSSES

### Blockbusters Do Boom Business

NEW YORK—The blockbusters continued to do well in the Broadway first-runs, with "Anatomy Of A Murder" opening at the Criterion and stirring up even more excitement. This despite excellent outdoor weather over the long holiday week-end.

According to usually reliable reports reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"**SAY ONE FOR ME**" (20th-Fox). Paramount (\$39,453)\*—The third week was claimed at \$38,000.

"**THE NUN'S STORY**" (Warners). Radio City Music Hall (\$147,610)—Thursday through Sunday accounted for \$104,000, with the third week sure of \$175,000. Stage show.

"**THIS EARTH IS MINE**" (U-I). Roxy (\$55,405)—Friday through Sunday garnered \$35,000 with the third week bound to top \$55,000. Stage show.

"**THE FIVE PENNIES**" (Paramount). Capitol (\$33,350)—The third week was anticipated at \$40,000.

"**HOUND OF THE BASKERVILLES**" (UA). Victoria (\$22,900)—The opening session was reported as \$20,000.

"**THE HORSE SOLDIERS**" (UA). Astor (\$25,630)—The second session was heading toward \$48,000.

"**ANATOMY OF A MURDER**" (Columbia). Criterion reported a smash \$57,500 for the opening week.

"**MIDDLE OF THE NIGHT**" (Columbia). Forum did \$16,000 on the third week.

"**SOME LIKE IT HOT**" (UA). Loew's State claimed \$32,514 for the 14th week with Sunday of the 15th week hitting \$4,510.

"**DIARY OF ANNE FRANK**" (20th-Fox). RKO Palace picked up on the first week of continuous performances, with the 16th week of the engagement reported as \$18,000.

\*Figures in parentheses represent 1958 averages as compiled by MOTION PICTURE EXHIBITOR.

**A Quick Summary of All Important Industry News Condensed for the Busy Executive.**

**FORMS FOR THIS PAGE CLOSED AT 2 P.M. ON MON., JULY 6**

## Pa. Sunday Movies Gain In Legislature

WAYNESBORO, PA.—John Broumas, who has been instrumental in securing the introduction of Senate Bill 921, intended to give relief from the economic hardship imposed upon exhibitors in areas not permitting Sunday exhibitions, last week called another meeting of the Pennsylvania Motion Picture Association for July 14 at the Penn Harris Hotel, Harrisburg, at 11:00 A.M.

He points out that since time for the passage of this Bill is so very limited, appointments must be made to meet with Representatives and Senators that same afternoon, after the Association meeting, so their co-operation can be personally solicited.

The Bill, which was introduced by Democratic Senators Peter J. Camiel, Charles R. Weiner, and Martin Silvert and Republican Senator John T. Van Sant would amend the Sunday Motion Picture Act of 1935 to dispense with referendums for the exhibition of motion pictures on Sundays. On the filing of a petition signed by 20 per cent of the highest vote cast at the last preceding municipal or general election, exhibitions would become lawful, although referendums in opposition to continued Sunday exhibitions are still permitted once in four years on petition of 20 per cent of the highest vote cast.

Both TOA and Allied of Western Pennsylvania assisted in bringing the bill this far.

## NTA Names Gruenberg

NEW YORK—Leonard S. Gruenberg has been named general manager of NTA Pictures, Inc., theatrical releasing subsidiary of NTA International. Gruenberg will be responsible for all sales activities.

## B-B Record Use Spreads

NEW YORK—Use of COMPO's business building records for radio started this week over a nation-wide front, Charles E. McCarthy, COMPO information director, reported.

New York metropolitan exhibitors opened a 10-week business building campaign involving saturation use of the COMPO record of songs and jingles.

Radio station WVNJ, (620 on the dial) operated by the Newark News, cooperating with New Jersey exhibitors, is playing the record free of charge several times daily so that exhibitors may see how it operates.

Meanwhile, additional orders for the record are pouring into the COMPO offices from exhibitors from Texas to the Canadian border.



## FILM FAMILY ALBUM

### Arrivals

Irene Hyams, wife of Joseph Hyams, press representative for the "Porgy and Bess" unit at Columbia, gave birth to a six pound, nine ounce boy last week at New York Polyclinic Hospital. They have two girls.

Mrs. James Daniel Vaughn, Jr., daughter of Mr. and Mrs. J. J. O'Connor, vice-president, Universal Pictures, gave birth to a daughter at the New Rochelle Hospital. Mr. and Mrs. Vaughn also have a one-year-old son, James.

### Obituaries

Ernest Bunnell, owner, Crist, Loveland, Ohio, died on June 30.

Richard C. Grief, 23, son of Clifford Grief, assistant manager, Allyn, Hartford, Conn., died recently.

Mrs. M. Oakley Stafford, amusements columnist and film critic, Hartford, Conn., Courant, for the past 20 years, died July 2 after a brief illness.

## FATHER AND SON



Morton G. Thalhimier and son, Morton, Jr., Neighborhood Theatres, Richmond, Va., are among the better known father and son teams in the ranks of exhibition. Along with their photo came an apology from the junior member of the family that the picture does not reveal the true quality of the Thalhimier good looks which they both save for the southern belles in their own neck of the woods.



# N.Y. Censors Lose "Chatterley" Battle

## Supreme Court Upholds Freedom To Advocate Any Idea; Broad Constitutional Question Still Unanswered

WASHINGTON—The U.S. Supreme Court last week ruled that the New York State censorship law was unconstitutional.

The ruling set aside a ban on the film, "Lady Chatterley's Lover."

All nine justices agreed in holding the film ban was improper. Justice Stewart delivered the court's main opinion, saying: "What New York has done . . . is to prevent the exhibition of a motion picture because the picture advocates an idea—that adultery under certain circumstances may be proper behavior."

"Yet the First Amendment's basic guarantee is of freedom to advocate ideas. The State, quite simply, has thus struck at the very heart of constitutionally protected liberties."

The motion picture is based on a novel by D. H. Lawrence, first published in 1928. The story concerns intimacies between a high-born Englishwoman and a caretaker on her husband's estate.

As to the movie, Stewart noted an argument was made that the state's action was justified on the grounds that the film attractively portrayed a relationship which is contrary to moral standards, religious precept, and the legal code.

That argument "misconceives what it is that the Constitution protects," Stewart said, "Its guarantee is not confined to the expression of ideas that are conventional or shared by a majority. It protects advocacy of the opinion that adultery may sometimes be proper, no less than advocacy of socialism or the single tax. And in the realm of ideas, it protects an expression which is eloquent no less than that which is unconvincing."

The Supreme Court unanimously reversed a decision of the New York Court of Appeals upholding the ban.

The decision was a sort of sequel to a 1954 Supreme Court ruling on the same New York censorship law, in which it held that "immoral" was too vague a term to be used as a censor's guide-post. The film then involved was "La Ronde."

In New York City, a spokesman for the Board of Regents stated that the Supreme Court's holding does not affect the right of New York or any other state to prevent the screening of pornographic scenes. It says only that a state can not ban a movie that approves of immoral conduct if it does not show this in an obscene way.

Edward K. Kingsley, head, Kingsley-International Films, distributor of the film, hailed the decision.

In Pennsylvania, State Attorney General Anne X. Alpern said she would have to study the opinion to determine what effect, if any, it might have on a censorship bill now pending in the General Assembly.

She said that the bill before the House, which already has Senate approval, is limited in scope and applies to children under 17.

Miss Alpern said the bill would ban movies considered obscene and an incitement to crime. She said the Pennsylvania bill was designed to comply with a decision of the State Supreme Court, which outlawed motion picture censorship in 1956 on the ground that it infringed on free speech.

## Legion Places "Anatomy" In Separate Classification

NEW YORK—The National Legion of Decency announced last week that it had placed Columbia's "Anatomy Of A Murder" in its Separate Classification category.

The Legion explained that "The clinical analysis with which the subject matter of this film, rape, is so explicitly and frankly detailed is judged to exceed the bounds of moral acceptability and propriety in a mass medium of entertainment."

A separate classification is given to certain films, while not morally offensive in themselves, require some analysis and explanation as a protection to the uninformed against wrong interpretations and false conclusions.

## 20th-Fox Organizes TV International Corp.

NEW YORK—Twentieth Century-Fox TV International Corporation, a new subsidiary of the parent organization, has been organized, it was announced last week by Spyros



SILVERBACH

P. Skouras, president of 20th-Fox, and Murray Silverstone, head of the International and Inter-America organizations. Alan Silverbach has been appointed managing director of the new international TV operation. This program represents a major policy change. While heretofore the activities of 20th-Fox centered chiefly around its studio produced films, the new foreign TV set-up will offer its complete services as agents to independent producers of quality programs, in addition to distributing the TV material produced by the company. Furthermore, the company will distribute TV series produced abroad and will be actively engaged in foreign co-production and TV investments as part of its diversified program.

Although the TV company will operate as a separate unit, 20th-Fox will put all facilities of its vast organization throughout the world at the disposal of the new subsidiary.

After taking part in conferences at the home office, David Raphael, managing director of the TV company in Europe and England, and Ernest Turnbull, who will head the company's activities in Australia and New Zealand, have returned to their headquarters.

## Briskin Rejoins Columbia

NEW YORK—Announcement was made by A. Schneider, president of Columbia Pictures, and R. Cohn, president of Screen Gems, that following the recent buy-out of Briskin Productions, Irving Briskin has rejoined Columbia as a full time employee, charged with the responsibility of administering the west coast activities of Screen Gems, the Columbia television subsidiary. He was elected by the Columbia board as a vice-president of the parent company.

## Carter Buys Republic Control from Yates

NEW YORK—Victor Carter, and a group of business and financial associates, have acquired the common stock in Republic Pictures Corporation owned by Herbert J. Yates, his family, and several others.

At a meeting of the board of directors last week, Yates resigned as president after 46 years at the helm of Republic Pictures, so as to give the board of directors the opportunity of electing a younger man to leadership. Carter was elected president, and Yates continues as chairman of the board.

The board expressed its deep appreciation for Yates' long and valued contribution to the corporation's welfare, during which time it grew from relatively insignificant beginnings to its present stature. By continuing as chairman of the board, Yates will be in a position to continue to render his assistance and invaluable advice to the corporation.

The substantial investment of Carter, a Los Angeles industrialist, and his associates was cited as evidence of their faith in the future of Republic Pictures.

## Disney Sues ABC

NEW YORK—Walt Disney Productions last week filed suit against the American Broadcasting Company charging the network with illegally attempting to prevent two Walt Disney Studio television programs, "Zorro" and "Mickey Mouse Club," from being televised next fall. The suit, filed in the Federal District Court of New York, asks the court to invalidate the agreements between Walt Disney Productions and ABC under the provisions of the federal anti-trust act.

The suit does not involve the "Walt Disney Presents" program which is covered by a separate agreement and will be televised over the ABC network.

Roy Disney, president of Walt Disney Productions, stated, "Several weeks ago, the ABC network advised us, and announced publicly, that they would not televise 'Zorro' or the 'Mickey Mouse Club' over their network next season, and at the same time they told us we could not offer these programs to any other television outlet."

"Although we do not dispute ABC's right to discontinue these, or any other, programs on their own network, we will certainly fight ABC's maneuvers to suppress these programs from public exhibition over other television stations."

## Davis Heads Miss. Exhibs

BILOXI, MISS.—George Davis was re-elected head of the Mississippi Theatre Owners Association at its annual convention here.

Others of the new TOA unit renamed were John Williams, board chairman; B. F. Jackson, vice-president for northern Mississippi; Stan Taylor, vice-president for southern Mississippi; and Ed Ortte, secretary and treasurer. Picked as vice-president for central Mississippi was A. L. Royal.

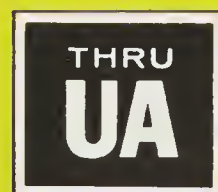
## Davies Rejoins Para. Studio

HOLLYWOOD—Dave Davies rejoined the Paramount studio publicity department as studio magazine contact, replacing Lindsay Durand, resigned.



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THELMA  
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KEENAN  
**WYNN**

in **FRANK CAPRA'S**  
**"A HOLE IN THE HEAD"**

and introducing **EDDIE HODGES** (The Wonder Boy of "The Music Man")

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KEENAN  
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CAPRA'S **"A HOLE IN THE HEAD"**

with JOI LANSING / CONNIE SAWYER / and introducing EDDIE HODGES / screenplay by ARNOLD SCHULMAN / music by NELSON RIDDLE / photographic lenses by PANAVISION

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produced and directed by  
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40th  
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## Fight Theatre Telecast Gross Hits Million

NEW YORK—Irving B. Kahn, president, TelePrompster Corporation, revealed last fortnight that the closed circuit telecast of the Johansson-Patterson heavyweight title fight grossed an estimated \$1,032,000 from an audience of approximately 244,000 in the 170 participating theatres.

Net receipts were placed at about \$939,400, half of which will represent the theatres' share of the "take."

Kahn said the figures were based on an average ticket price of \$4.23, the highest in the history of theatre TV.

Had the weather been favorable, the chances would have been good for breaking the all-time record for a theatre telecast of a fight, Kahn asserted. According to Kahn, the telecast was marked by not a single technical failure in any theatre.

The fight pictures, which United Artists is releasing, are expected to prove the biggest grossing ever. It was said that radio and "various foreign rights" will total about \$150,000, which includes the \$100,000 paid by UA for the radio rights in the U.S.

## Stockholder Sues WB

WILMINGTON, DEL.—Stockholder William B. Weinberger has filed suit in the Court of Chancery against Warner Brothers Pictures, Inc., and 14 individuals, all present or former directors or officers including Jack L. Warner, charging they entered into a scheme to enrich certain of the individual defendants at the expense of the corporation.

The complaint charges defendants obtained unjustified advantages on stock options granted in 1956 and changed at the 1959 annual meeting. The agreement to pay \$1,000 a week until 1963 to Samuel Schneider, who resigned in 1956, is called "illegal, unwarranted and constitutes a waste of the assets" of the corporation. The complaint also attacks an agreement to pay \$1,750 per week to Morton Blumenstock for 91 weeks from the date of his resignation and charges this was paid him in a lump sum. Stock sales and purchases in January, 1959, by Serge Semenenko are assailed as having enriched him at the corporation's expense.

## Distribs Appeal Censor Fees

HARRISBURG — Appeals have been filed in State Supreme Court here by two Philadelphia motion picture firms from the ruling of Judge Homer L. Kreider in Commonwealth Court, in an effort to have the State Board of Finance repay them \$11,506.25.

The amount represents their proportionate share to maintain the former State Board of Motion Picture Censors which was operated at the expense of motion picture producers. The State Supreme Court in 1956 declared the act under which the board functioned unconstitutional.

Screen Guild Productions of Philadelphia seeks to collect \$2,942.25 for the period between 1948 and 1951, while Box Office Pictures, Inc., wants \$8,564 for the period between 1947 and 1951.

## Col. Declares Dividend

NEW YORK—Columbia announces that the board of directors at a meeting last week declared the regular quarterly dividend of \$1.06¼ on the \$4.25 Cumulative Preferred stock, payable Aug. 17 to stockholders of record Aug. 3.

# Summer Attendance Surge Forecast With Weekly Peak Of 80,000,000

## Huge Exhibitor Demand For UA Title Fight Film

NEW YORK—Tremendous exhibitor demand for the Patterson-Johansson heavyweight championship fight film points to a record booking of 8,000 playdates, according to William J. Heineman, United Artists vice-president in charge of distribution. He reported that within the first 24 hours after the film was printed it was booked by 1,000 theatres.

Laboratories worked overtime processing 800 prints which were immediately shipped and air expressed to UA's 33 exchanges in the United States and Canada.

Early boxoffice returns indicate that public interest in the film showing Johansson's spectacular third-round, seven knockdown victory over Patterson is running well ahead of the boxoffice support given all previous fight films handled by UA.

## Baraboo Welcomes "Circus"

BARABOO, WIS.—The world premiere of Allied Artists' "The Big Circus" was held last week at the Al Ringling Theatre in this town where the Ringling Brothers Circus originated.

A gala festival was held to celebrate the official opening of the Circus World Museum, and the premiere of the film was the final event in the day's celebration. All proceeds went to the museum.

Representing Allied Artists and "The Big Circus" at the premiere was star Rhonda Fleming, who was official hostess for the day's events. These included a morning circus parade, receptions, cocktail parties, and a luncheon, all attended by state officials and other dignitaries.

## Industry Dividend Total Up

WASHINGTON—The Department of Commerce announced recently that cash dividends paid by motion picture corporations issuing public reports amounted to \$1,276,000 in May, compared with \$1,432,000 in the same month last year.

Publicly reported cash dividends paid in the first five months of this year totaled \$9,023,000, compared with \$7,870,000 in the corresponding period a year ago.



Steve Broidy, Allied Artists president, right, with Rhonda Fleming, star, "The Big Circus," and producer Irwin Allen, are seen at the Hollywood press premiere of the film.

NEW YORK—Weekly attendance at the country's theatres is expected to hit a peak of 80,000,000 persons this summer, according to a statement issued by a committee of exhibitors.

Based on a recent uptrend in theatre attendance and the scheduled release of a number of top pictures during the next few months, the estimate foresees national movie attendance running well ahead of last year's top figure of 75,000,000 registered in the week of Aug. 22, 1958.

It was pointed out that this year's attendance figure will far exceed the total patronage at any other form of paid recreation, including baseball, football, or horse racing.

The estimate, it was declared, is based on the results of a survey made by the Council of Motion Picture Organizations. The upward trend in attendance started in the middle of May, when admissions were running nearly 20 percent above the corresponding levels last year. Breaking of theatre attendance records by the first-runs of some of the big pictures being released this spring leads industry statisticians to believe that summer business in the nation's movie houses this year will establish a peak for the past decade.

There are several reasons to account for this upsurge, the committee says. One is the scheduled release of a series of top pictures by major distributors during the next few months. Another important factor is the fact that many of the current and forthcoming pictures contain a definite feminine appeal, which is reflected in the heavily increased attendance of women at both the matinee and evening performances. Still another important reason is that the playoff of pre-1948 films released by the industry for use on television is reaching a saturation point, with several of the popular films already having been shown several times on home TV, plus the fact that several of the top TV shows go off the air for the summer leaving their fans free to leave the house.

Within the last decade, the committee's statement continues, there has been a complete reversal in the pattern of movie attendance. Whereas years ago the biggest attendance and the best pictures were recorded during the winter months, the pendulum has now swung into the opposite direction with summer attendance setting the high marks of the year and many of the best pictures timed for release to take advantage of the peak crowds at this season of the year.

## Goldwyn Suit Near End

SAN FRANCISCO — It was decided last fortnight that the court fight of Samuel Goldwyn against National Theatres and other exhibitors which has been in Federal Court for over nine years will be determined on the record of the evidence heard last year by Judge Edward P. Murphy, who died before giving a decision.

Counsel for both sides told Chief Federal Judge Louis Goodman they were in agreement and would not press for a retrial. Judge Goodman said he would appoint a judge to read the Murphy trial evidence, hear closing oral arguments of both sides, and hand down a decision.

Goldwyn is seeking approximately \$2,000,000 in triple damages granted in monopoly suits.



# COMPO Reorganizes Research Unit; Pickus Replaces Reade As Chairman

NEW YORK—Reorganization of the COMPO research committee has been completed and the committee will begin immediately to consider proposals for an industry research program, it was revealed last week by Charles E. McCarthy, COMPO information director.

Replacing Walter Reade, Jr., resigned, Albert Pickus of Stratford, Conn., will be chairman of the enlarged committee. Other members are Max A. Cohen, Ralph Hetzel, Harry Goldberg, Irving Dollinger, and McCarthy.

Outlines of proposed campaigns have been submitted to COMPO, McCarthy said, by 10 of the country's leading research firms. These outlines will be studied by the committee, which has been directed by the COMPO executive committee to bring in a report on its findings at the annual COMPO meeting to be held Oct. 13. The executive committee also directed that with the report of its findings the research group should also report a plan for raising money outside of COMPO's finances to pay for any research program it may recommend.

It is expected that the first meeting of the committee will be held shortly.

## Five Exhib Groups Audition COMPO B-B Records

Five exhibitor groups have arranged auditions for COMPO's business-building records for radio use, Charles E. McCarthy, COMPO information director, announced.

In addition, individual orders for the records are pouring in from all sections of the country.

Carlton Duffus, executive director, Virginia Motion Picture Theatre Association, informed McCarthy that the record would be played at a business meeting of the association on July 7. Paul Townsend, Stanley Warner Management Association in Oklahoma City, reported that an audition of the record was arranged for the monthly board meeting of the United Theatre Owners of Oklahoma on June 29.

D. B. Knight, Tri-State Theatre Corporation, advised COMPO that the record was played at a meeting of Minnesota exhibitors in Minneapolis on June 30. Kyle Rorex, executive secretary of Texas COMPO, reported that he was setting up immediate dates for executives of the Interstate, Rowley, Trans-Texas, Frontier and other Texas circuits to hear the record. Five records have been ordered by the Allied Theatre Owners of Western Pennsylvania for auditions among their members.

## Publicity Network Adds New Cities, Representatives

Charles E. McCarthy, COMPO information director, announced that 46 new cities and 62 additional representatives had been added to the COMPO National Publicity Network, bringing the number of cities covered to 10 and the number of active committeemen to 181.

Through the cooperation of Ernest Emerling, national director of advertising and publicity for Loew's Theatres, the following representatives of that circuit have agreed to serve on the committee:

William Trambukis, Providence; Frank Henson, St. Louis; Milton Kaufman, Norfolk, Va.; Maurice Druker, Kansas City; Homer

## Miss. Exhib. Unit Votes Unanimously To Join TOA

BILOXI, MISS.—The Mississippi Theatre Owners Association voted unanimously at its convention here last fortnight to join the Theatre Owners of America. Up until now it has been an independent state organization.

The campaign of Motion Picture Investors to sell \$2,000,000 stock was launched at the convention and close to \$40,000 of stock was subscribed by the attending theatre men. The aim of MPI is to acquire stock of film companies so as to permit exhibitors to influence their policies.

## Bronx House Leased

NEW YORK—Berk and Krumgold, theatre realty specialists, announced last fortnight that they have consummated a long term lease for Lane Management Corporation with the Interstate Theatres, Inc., for the 800-seat Circle, Bronx.

Seymour Selig, president, Interstate, who operate a circuit of theatres in the metropolitan area, announced a complete rehabilitation of the theatre including new seating, redecoration, and projection equipment.

McCallon, Houston; Frank Arena, South Bend, Ind.; Lester Pollack, Rochester, N.Y.; Rodney Touns, New Orleans; Samuel Shubouf, Indianapolis; Sam Gilman, Syracuse, N.Y.; George Peters, Richmond, Va.; Miss Ann Bontempo, New York City; Kermit Allum, Evansville, Ind.; Walter Kessler, San Francisco; Lou Brown, Boston; Arthur Groom, Memphis; Judson Moses, Atlanta; and William Elder, San Francisco.

Harry Goldberg, director of advertising and publicity for the Stanley Warner Theatres, was instrumental in securing the following members of the Warner and Fabian circuits to serve on the national committee:

Earle Westbroke, Norfolk; Gene Plank, Reading, Pa.; Ward Kreag, Allentown, Pa.; Jerry Wollaston, Harrisburg, Pa.; Cornelius Szakatis, Hammond, Pa.; James McCarthy, Madison, Wis.; Stanley Gross, Appleton, Wis.; William Bindel, Racine, Wis.; Leo Schuessler, Sheboygan, Wis.; Warner Zoeckler, Clarksburg, W.Va.; Michael Cardone, Fairmont, W.Va.; Tony Collincini, Greensburg, Pa.; Joseph Freeman, Johnstown, Pa.; Louis Fordan, McKeesport, Pa.; Charles Passinger, Morgantown, W.Va.; Robert Neilson, State College, Pa.; Joseph Zazaro, Tambridge, Pa.; Henry Pasteter, Erie, Pa.; Curtis White, Hornell, Pa.; Gus Nestle, Jamestown, N.Y.; Andrew Gorzo, New Kensington, Pa.; Thomas Budjanec, Oil City, Pa.

Also, William Riester, Sharon, Pa.; Jerry Porto, Tarentum, Pa.; Frank Brown, Titusville, Pa.; George Sarvis, Warren, Pa.; William Wyatt, Charlestown, W.Va.; James Salmans, Coshocot, O.; Frank Harpster, Mansfield, O.; George Fraser, Portsmouth, O.; Millard Ochs, Akron, O.; Irving Solomon, Canton, O.; Howard Higley, Cleveland; Elmer Smith, Findlay, O.; Wallace Elliott, Lima, O.; Ben Schwartz, Massillon, O.; Vogel Gettier, Lorain, O.; Edward Gartner, Sandusky O.; Frank Savage, Youngstown, O.; Mel Katz, Johnstown, Pa.; P. Rapp, Schenectady, N.Y.; and R. C. Murphy, Troy, N.Y.

# Penna. Obscenity Law Voided By High Court

PHILADELPHIA — The State Supreme Court last week voided the Pennsylvania obscenity statute. In a five to two decision the high court held unconstitutional the provisions of the state penal code which prohibit exhibitions of a "lascivious, sacrilegious, obscene, indecent, or immoral nature."

The decision left Pennsylvania for the first time without any statute on the books to guard against allegedly indecent or lewd motion pictures or personal performances.

Law enforcement agencies have relied on the obscenity statute since 1956 when the State Supreme Court outlawed the state's motion picture censor law.

The ruling was handed down in the long pending case of Martin Blumenstein, manager of a drive-in near Scranton, Lackawanna County. He was convicted of violating the penal code section in the showing of a burlesque type film, "Uncover Girls." He was sentenced to three months in jail and fined \$200 by Lackawanna County Judge Michael J. Eagen; and the conviction was affirmed by the State Superior Court.

The State Supreme Court ruling written by Judge Curtis Bok reversed the Superior Court and ordered Blumenstein discharged. Judges John C. Bell, Jr., and Michael A. Musmanno dissented; while the Justices siding with Bok were Charles Alvin Jones, Herbert B. Cohen, Thomas D. McBride, and Benjamin R. Jones.

Bok's opinion stated that the words "lascivious, sacrilegious, obscene, indecent and immoral" as used in the Pennsylvania law prohibiting dirty films and shows, all had been held by the U.S. Supreme Court as to be "unconstitutional generalizations."

Justice Musmanno, in the minority opinion, however, said, "The state has been stripped of all authority to protect against the flood of pornographic films held back at the borders by dikes of the Act of 1939. The dikes have been razed. The majority opinion is written in almost telegraphic code. Apparently he (Bok) wants to say the word 'obscene' is vague. 'Obscene' is about as vague as 'cat.' This decision leaves nothing to protect clean-minded, clean-thinking men, women and children from the vulgarities, obscenities and indecencies of producers seeking the greed-soaked dollar."

The State Supreme Court's decision also ruled that the Philadelphia Common Pleas Court should dispose of the case involving the Studio and the World, Philadelphia, for presenting Kingley-International's Brigitte Bardot film, "And God Created Woman," 17 months ago.

## Rosen on Interfaith Unit

NEW YORK—Samuel Rosen, executive vice-president of Stanley Warner Corporation, was master of ceremonies last week at the ground breaking for the International Synagogue and Jewish Center to be constructed at the Idlewild Airport. Rosen is vice-president and chairman of the finance committee and general campaign chairman for this unique project.

The synagogue is one phase of a spiritual haven unlike any other in the world. A three acre site has been dedicated to the erection of an inter-faith center.

Our Lady of the Skies Roman Catholic Chapel was completed on the site in 1955, and a Protestant Chapel is also being planned for the area.



## Jack Warner Defends Films' Loyalty Record

HOLLYWOOD—Strongly defending the motion picture industry's record of patriotic loyalty, Jack L. Warner, president of Warner Bros. Pictures last week issued the following statement:

"I am sorry to see that the American Legion's resolution regarding employment of known Communists in motion pictures has been interpreted as having reference to an entire industry encompassing all producers of motion pictures and the people who make them.

"The facts are strongly to the contrary. We at Warner Bros. have always avoided association with persons of known questionable loyalties.

"The action of the Motion Picture Academy of Arts and Sciences in repealing its anti-Communist credit by-law is not valid when its reason for so doing delegates to motion picture producers alone the responsibility for engaging, honoring, and encouraging known Communists. It is not alone the responsibility of motion picture producers to guard against subversive infiltration. This is a manifest obligation of every organization in the United States of America.

"The loyalties of the motion picture industry have been made evident on countless thousands of occasions when the industry has served the nation and the free world. It is unfortunate that reflection has been cast on the entire industry and all its personnel."

## Miller Leaves Roxy

NEW YORK—William Miller, vice-president in charge of theatre operations for the Roxy Theatre, with which he has been connected for more than 25 years, resigned his present position last week.



Irving H. Ludwig, Buena Vista president, left, and Ed Rowley, executive vice-president, United Artists Theatres, are seen at the recent New York preview of "The Big Fisherman" at the Rivoli, where the reserved seat premiere will be held on Aug. 4.

## "THE BIG FISHERMAN"

This is another Walt Disney-Buena Vista blockbuster in 70mm Panavision and Technicolor with a superb cast consisting of Howard Keel as Simon-Peter, Herbert Lom, Susan Kohner, and Beulah Bondi.

The story holds interest throughout and will appeal to the masses, besides attracting many new customers to the boxoffices of the country.

Here is a prestige picture that will make money.

—J.E.



## The NEW YORK Scene

By Mel Konecoff

THINK BIG . . . ACT BIG . . . GROSS BIG is what they keep saying at United Artists, and this dictum is more than being followed with regard to the company's forthcoming "Solomon And Sheba," the six million dollar Biblical spectacle starring Yul Brynner and Gina Lollobrigida.

A starting budget of more than one million dollars to launch the global promotion on the film was announced at a different luncheon press conference at the Hotel Plaza addressed by King Vidor, director of the film; William Heineman, vice-president in charge of distribution; Arnold Picker, vice-president in charge of foreign distribution; and Roger Lewis, national director of advertising, publicity, and exploitation.

Said Vidor, "I consider "Solomon and Sheba" my best effort—a realization of the most important motives I have felt as a film-maker. We made it as a testament to a thriving, burgeoning film industry." He reported that half the film was completed when Tyrone Power died, and they had to shoot it all over again.

Heineman stated that distribution plans would be formulated and announced after he sees a rough cut of the film within the next several weeks in London. It will probably be released around Christmas.

Presiding at the conference, Lewis declared that the film will get a campaign that is the most extensive, thorough pre-selling effort that UA has ever undertaken. It will be all-out in money expenditure, manpower, and activity, and nothing will be spared to develop and exploit the film's boxoffice potential.

A special unit has been named for the first time to promote the film, and activities will commence six months in advance of release. It is the intention to carry the word on the film to the world's exhibitors and moviegoers with a new awareness and impact. Picker described the film as the most important the company has ever handled and added that special activities would be in order everywhere abroad.

The special unit is headed by Jones Arnold and Lois Weber under the supervision of Fred Goldberg, Lewis' executive assistant. They will work out of the UA home office, while Jack Goldstein has been named campaign coordinator for the east and Teet Carle is campaign coordinator for the west.

Lewis also reported that specialists will work with the unit in the fields of art, religion, education, literature, church, civic and community organizations to generate the widest spectrum of audience interest. It was estimated some 25 exploitation specialists will be used above and beyond the company's field force.

The next five months will see local level campaigns embracing all media being used in three separate stages in some 50 key cities throughout the U.S. and Canada. One important element of the campaign will be a huge full color painting by noted American artist Symeon Shimin, who has been commissioned to create a 40 by 11 foot mural featuring scenes from the picture. This will be exhibited in major cities of the world.

Heavy emphasis will be placed on cooperative advertising, a major trade paper campaign, off-the-amusement page advertising, radio and TV usage, national magazine and Sunday supplement layouts, special TV featurettes and newsreel clips, selective audience previews for opinion-makers and organizations, fashion shows and costume displays, direct mail campaigns, book promotions, star tours and interviews, contest promotions, retail tie-ups, etc.

One of the features of the luncheon was a presentation of a Tiffany gold medallion marking production of the film to trade press representatives by King Vidor. Viva "Solomon and Sheba."

**IMPORT PRESENTATION:** The Russian version of Cinerama was unveiled last week at the Mayfair on Broadway, and while some of the pictorial and scenic views are good, as is the Sovcolor, technically it was nothing to rave about. The screen image was disturbing by virtue of dark lines separating the sections of the picture shown by each of three individual Cinemiracle projectors. Stereophonic sound was in evidence throughout with all kinds of sounds and conversation emerging from the various horns placed around the theatre. "Great Is My Country" is the name of the 80 minute film which was interrupted by a 15 minute intermission to allow re-threading of the projectors. The second film to be presented in conjunction with the Soviet Exhibition of Science, Technology, and Culture at the Coliseum here will be "The Magic Mirror," to be seen in late July, presumably using the same set-up.

**THE METROPOLITAN SCENE:** Six months prior to Christmas, Radio City Music Hall has sold 11,689 reserved seats for its next Christmas Show. This represents an advance sale of more than \$25,000 for the 944 seats in the first mezzanine which are sold by the theatre on an advance basis. It also means five performances have already been sold out. . . . Dell Publishing is out with a comic book on Paramount's "Don't Give Up The Ship" containing scene stills, text, etc., on the feature. . . . Dave and Sylvia Bader are off on a combined business and vacation trip aboard taking in London, Paris, Rome, and Madrid.

## Auditorium Or Theatre

ST. PAUL, MINN.—The Minnesota Supreme Court has refused to order the city of Red Wing to stop leasing its municipal auditorium as a motion picture theatre. John Wright, operator, Chief, Red Wing, asked the court for a writ prohibiting the rental of the hall for the showing of films.

## New Actors' Tax Plan

WASHINGTON—An assurance that actors will be allowed to pay Federal taxes by taking an average of their earnings over a number of years, has been expressed by Ralph Bellamy, president of Actors' Equity. He said that conferences next fall will develop such a method.



# Industry Toppers Visit Hospital; Need For Added Support Stressed

SARANAC LAKE, N.Y.—Abe Montague, president, Will Rogers Memorial Hospital, Saranac Lake, N.Y., told the directors and "stockholders" of the industry's sanatorium last fortnight that "we have resources to insure operation at our present level for two, or at the most three years."

"We can't stop here," he said, "We must go forward. Our base of operation has now become so broadened and refined that there is no better physical plant for the care and treatment of all chest diseases anywhere in the world. In fact, there are indeed few hospitals of any kind that can claim to give equal care; to have as sincere and responsible an approach to the all important factor of personal attention to patients—and certainly none that have brought their rate of discharge on a par with our own."

J. Edward "Ned" Shugrue, executive director, presenting the operations report for the 1958-59 year, added that monthly operating costs were increased to approximately \$21,000 as against \$18,000 for the previous 12-month period. Higher costs, he said, reflected additional nursing personnel made necessary by the adoption of the 40-hour week and by the changing over of the third floor to accommodate non-TB cases. Shugrue said that the American Hospital Association's recommendations had been followed and we feel sure that the AHA survey this year will result in a new certificate of accreditation." He reported that the hospital's medical director, Dr. George E. Wilson, had secured two resident physicians to join the staff, and pointed out that 106 patients were admitted to the hospital in the past year, more than at any other period in its history.

In his medical director's report, Dr. Wilson said that there were 10 patient deaths during the year, all non-TB; and that the number of patients on May 31 last stood at 61. The average length of stay for patients was 128 plus days.

Morris Dworski, director of the hospital's research laboratory, reported that certain vaccine experiments with guinea pigs have progressed so satisfactorily that the next step would be to try the vaccine on human volunteers. In his opinion, the place to do this "would be in Peru or Chile where the tuberculosis rate is particularly high in the men employed in the mines."

The Will Rogers experiments have been concerned with the development of vaccines prepared from dead whole bacilli and extracted fractions of the tubercule bacillus, and, according to the Dworski report, the results have shown that the vaccine from the living BCG is a "more effective immunizing agent" than other tested vaccines.

Dworski's report covered the problems which halted the research project, under a grant from the Montague Foundation, for the "post mortem study of whole lungs in photographs of serial sections and enlarged stereoscopic projection." While Dworski is continuing his own work, it is not known when this research operation at Will Rogers will be reactivated. In the year ended March 31, 1959, the research laboratory made 6,008 lab examinations. Clinical examinations rose to 5,364.

Treasurer S. H. Fabian divulged that two special funds, aggregating \$800,000, had been set up to provide for new construction and



A \$1,000 check for the Will Rogers Memorial Hospital, a gift of the Radio City Music Hall Rockette Alumnae Association, was recently presented to A. Montague, president of the Memorial Fund, by Mrs. B. Allen Magee, past president, and Mrs. Harold Fricke, right, treasurer of the organization of former dancers. The ceremony took place in the office of Russell V. Downing, who is both an honorary member of the Rockette Alumnae group and a member of the board of directors of the hospital.

research.

Fund raising for the hospital and laboratories will begin earlier this year to insure the maximum returns from the combined drive. Last year, 1958, total income of \$550,258.67 from the Christmas Salute and the Audience Collection showed an improvement over the 1957 total of \$547,703.20. Eugene Picker, chairman of the fund raising and finance committee, said, "It was not as great an advance as it could have been in view of the additional support we received from the circuits."

David Niven will narrate the 1959-60 audience collection trailer, which National Screen Service will again distribute.

Picker reported other income as \$635,598.55 from the Special Activities Committee; American Guild of Musical Artists; the Permanent Charities Committee; the Motion Picture Association of America; the Screen Actors Guild; and the Actors' Fund of America.

The directors were informed that every patient room is equipped with radio and TV outlets, TV sets are in all lounges, and motion picture programs are presented twice



Many prominent industryites and members of the board of directors made their annual visit to Will Rogers Memorial Hospital, Saranac Lake, N.Y., recently, and among them were, left, left to right, Abe Montague, Jules Livingston, George Eby, Robert Snyder, Herbert J. Bennin, Al Glaubinger, and Eugene Jacobs; while on the right, left to right, are Moe Silver, Sam Rosen, and Harry Goldberg.

## Fox Studio Activity Brings Building Boom

HOLLYWOOD—A \$1,500,000 building boom is currently underway at 20th Century-Fox's studio, with more than one thousand workmen constructing sets for 12 separate motion picture and television projects. The massive set construction program is the biggest at the studio since the advent of CinemaScope six years ago.

Twentieth's vast backlot, swarming with electricians, prop men, carpenters, plasterers and molders, has been completely redone for the outdoor adventure drama, "The Oregon Trail." Just north of this multi-million dollar set, bulldozers are grading eight acres of land for Walter Wanger's forthcoming spectacle, "Cleopatra," for which sets alone will cost some \$400,000.

Majority of the activity is centered around "Journey To The Center Of The Earth," which stars Pat Boone, James Mason and Arlene Dahl. On the lower moat set, plasterers are fashioning subterranean caverns 40 feet high and 20 feet below the ground, a football field in length.

Sets for Jerry Wald's "The Best Of Everything" include a New York office and New York apartments, and Jack Cummings' production of "The Blue Angel" is shooting on a music hall set. In addition, workmen are making ready multiple sets for "The Hound Dog Man" and "Beloved Infidel."

An entire South Seas village has been set up for the "Adventures in Paradise" teleseries, and studio workmen have built two 65-foot yachts as part of the setting. The same series has a coral reef set and a yacht's interior set on one of 20th's soundstages.

Another teleseries, "The New Frontier," will be filmed partially at the Studio's Sarsen Lake where art directors have designed an iceberg setting. Twentieth is also putting out sets for "The Many Loves of Dobie Gillis" and "Five Fingers" teleseries, and the RegalScope production of "Five Gates to Hell."

weekly. Distributing companies are providing books and novels of recent publication. Coca Cola provides "Coke" and playing cards, and MGM Records and 20th Century's record company are sending LP's for use by the patients.

The corporate members for 1959-60 are announced as R. J. "Bob" O'Donnell, Montague Max A. Cohen, Si H. Fabian, William J. German, Robert Mochrie, Arthur Mayer, Herman Robbins, Richard F. Walsh, and M. Murray Weiss.

German heads the nominating committee, and it is understood five or six new directors will be proposed.





THE BIGGEST CIRCUITS  
THE BIGGEST THEATRES  
ARE CLIMBING  
ABOARD  
THE  
BIG CIRCUS  
BOX OFFICE  
BANDWAGON !!!



... the BIG ONE from **ALLIED ARTISTS!**





VICTOR  
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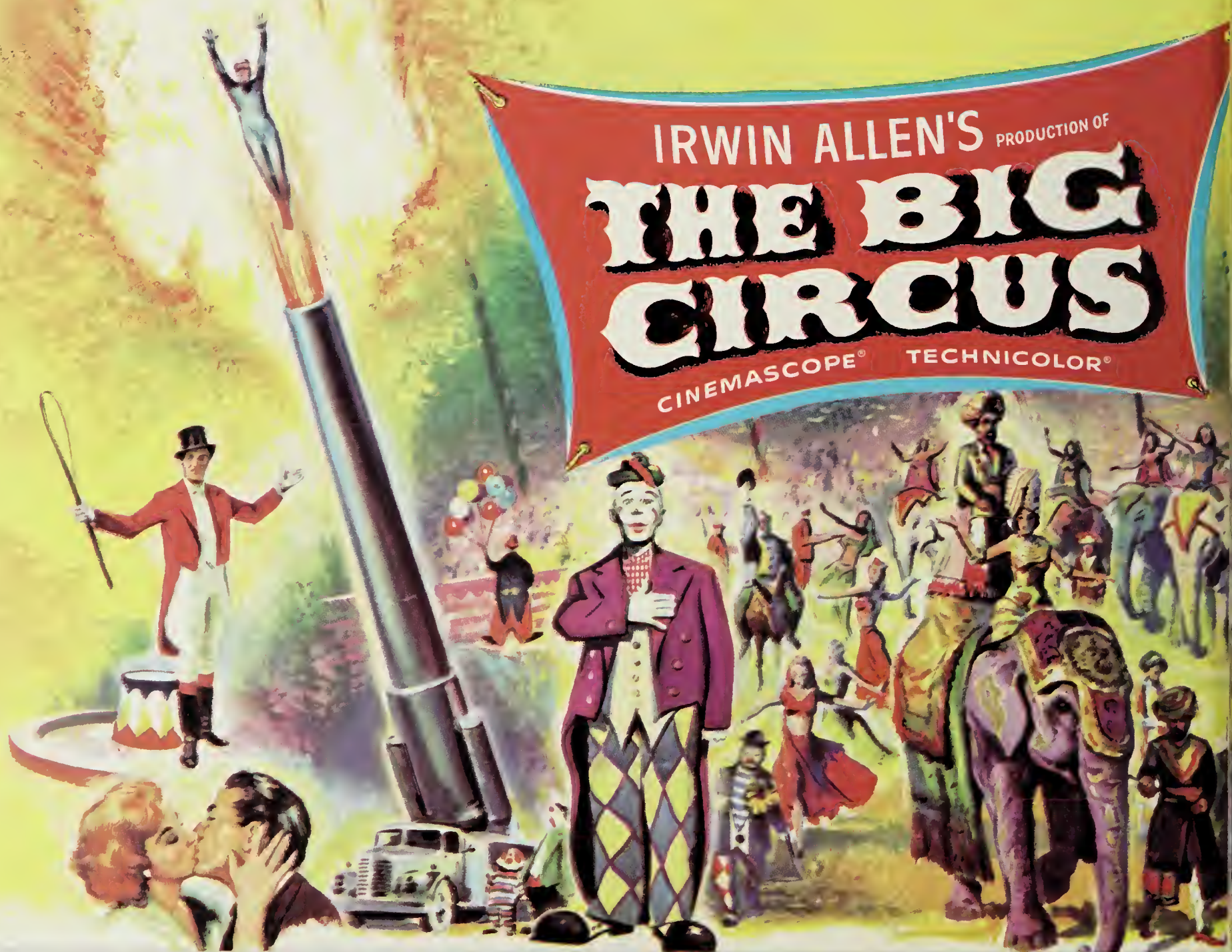
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Produced by IRWIN ALLEN • Directed by JOSEPH NEWMAN • Based on a Story by IRWIN J.





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LORRE



DAVID  
NELSON



Guest Star

STEVE  
ALLEN



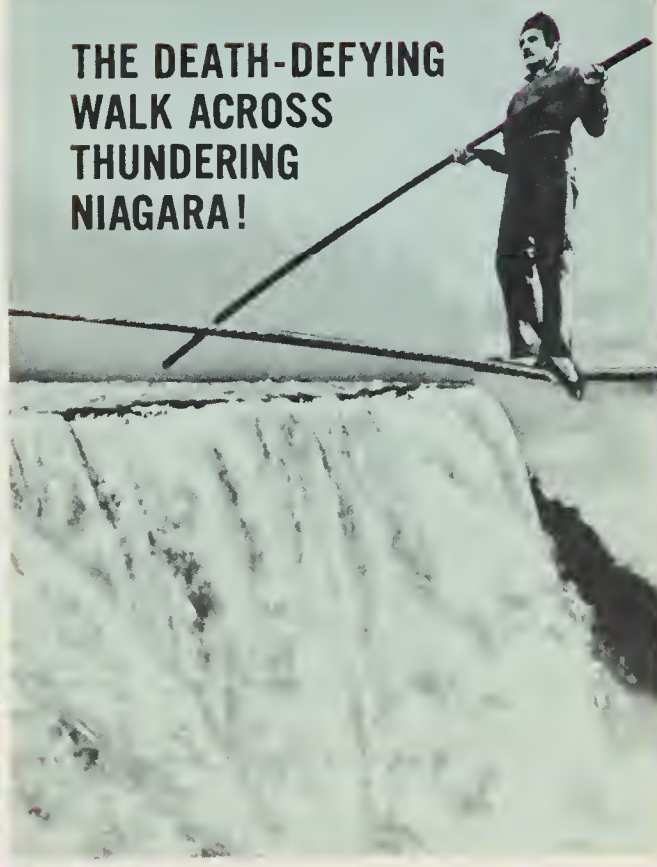
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GILBERT  
ROLAND  
AS THE AERIALIST

with ADELE MARA  
and the  
WORLD'S GREATEST  
CIRCUS ACTS

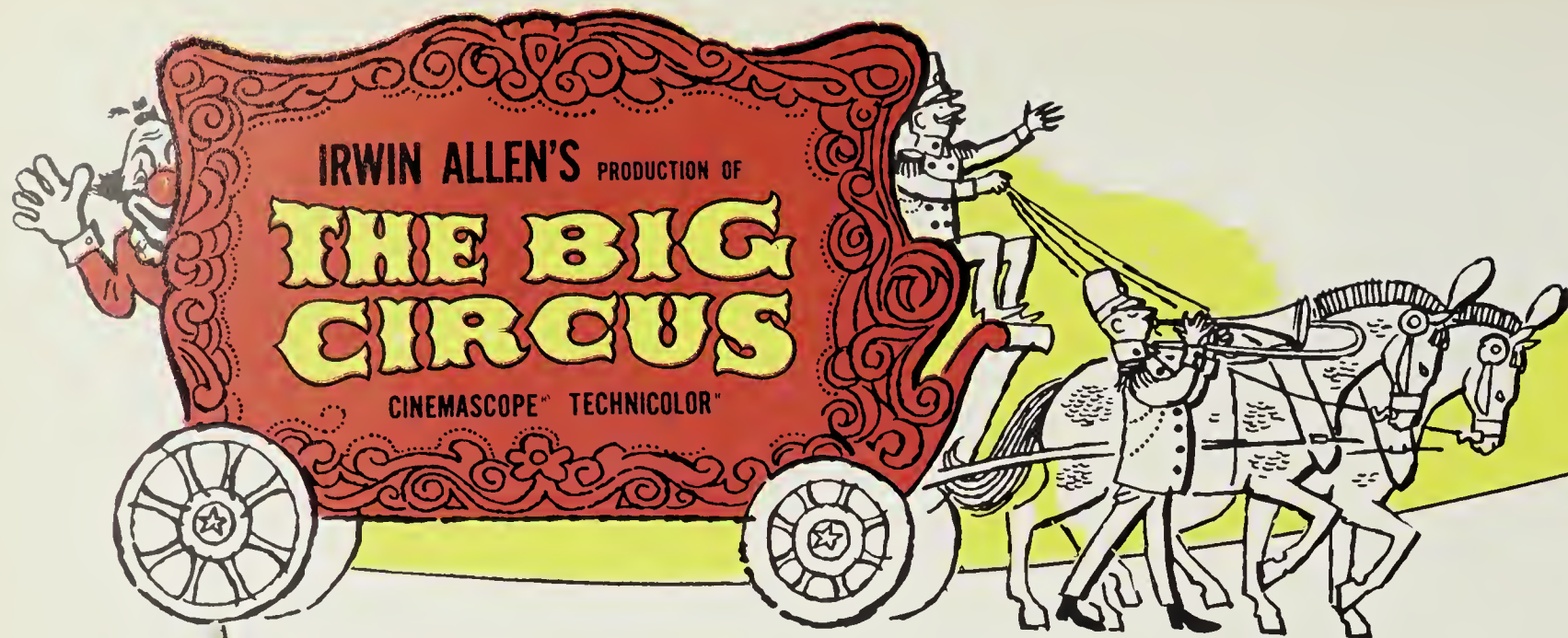


THE DEATH-DEFYING  
WALK ACROSS  
THUNDERING  
NIAGARA!



HEAR  
THE HIT TUNE!  
"THE BIG  
CIRCUS"  
by SAMMY FAIN &  
PAUL FRANCIS  
WEBSTER





**THE NATION'S LEADING SHOWMEN  
UNANIMOUSLY HAIL  
ALLIED ARTISTS' "THE BIG CIRCUS"  
AS THE SEASON'S PERFECT  
BLOCKBUSTER!**

It's the picture with **something  
for everyone**... stars...  
story... excitement... color!  
Its appeal reaches into the hearts  
of every age... kids... teenagers...  
adults. To those who have never  
seen a circus... to those who remember  
them fondly — **"THE BIG CIRCUS"** is  
an attraction without equal in our times!

**BOOKED FOR THAT PRIME SUMMER PLAYING TIME!**  
Across the land — from the Roxy, New York to the Golden Gate,  
San Francisco... from the Saenger, New Orleans to the State-  
Lake, Chicago — the top flagship houses, border-to-border, coast-  
to-coast are set for **"THE BIG CIRCUS"** profit parade!



## Boston Cites Goldwyn For "Porgy" Production

BOSTON—Arriving to talk to the press about his \$7,000,000 production, "Porgy and Bess," Samuel Goldwyn received a citation from the New England Baptist Hospital League as a special tribute commemorating the world premiere of the original "Porgy and Bess" at the Colonial in 1935.

Attending the luncheon at the Ritz Carlton Hotel were Governor and Mrs. Furcolo, Mayor and Mrs. John B. Hynes, Mrs. Goldwyn, and a long list of distinguished Bostonians.

Bradford Washburn, director of the Boston Museum of Science, acted as toastmaster and presented the citation which read: "A pioneer showman whose significant life has spanned the history of the entire industry. A man whose single-minded dedication to the highest ideals of motion picture art has enriched and made more pleasurable the lives of all. A man whose inspiration brings forth great creative work from his associates. His vision and encouragement have reached an artistic zenith in his production of George Gershwin's and Dubose Heywood's 'Porgy and Bess'."

Mr. and Mrs. Goldwyn met the members of the press at a cocktail party following the luncheon.

"Porgy and Bess" opens Aug. 6 at the newly-equipped Astor. The opening night is a complete sell-out as a benefit for the New England Baptist Hospital League. The affair for the Goldwyns was arranged by Paul Anglim, New England representative for the Goldwyn company. Lynn Farnol accompanied the Goldwyns. Dan Finn, general manager, Astor, was also present at both affairs. He told the press that the most advanced Todd-AO projection equipment is now being installed at the Astor, along with stereophonic sound and a screen 50 feet high and 30 feet wide. The theatre is now closed for the installation which is being handled by Eddie Comi, Massachusetts Theatre Equipment Company.

## Oregon Convention Aug. 11

PORTLAND, ORE.—The Oregon Theatre Owners Association, a TOA affiliate, will hold its annual convention at the Benson Hotel in Portland, Ore., on Tuesday, Aug. 11, it was announced by Albert Forman, president.

The one-day session will be followed by the Association's annual golf tournament and fund raising for the Will Rogers Memorial Hospital.



Producer Samuel Goldwyn is seen at the recent premiere of his Columbia released "Porgy and Bess," Warner, New York City, with Robert McFerrin, who sings the role of Porgy, and Mrs. McFerrin. Benefiting from proceeds were the American Friends of Hebrew University and the Kings County, New York, branch of the Multiple Sclerosis Society.

## CANADIAN Highlights

By Harry Allen, Jr.



THE FIRST ANNOUNCEMENT of Telemeter's plans for the world's first pay-as-you-see television out of the way, there is now time to look into other aspects of the operation. The plans are to construct the first operation in Etobicoke, a western suburb of Toronto. There, Famous Players Canadian Corp., which holds the Canadian franchise for Telemeter and has been working on the problem since 1947, will offer units to 5,000 homes during the fall and winter months. Altogether, according to John J. Fitzgibbons, president and managing director of FPCC, the subsidiary of Paramount Pictures, there will be 10,000 Telemeter installations.

Fitzgibbons, in an expansion of his original announcement, said there would be no amusement tax payable for films shown on Telemeter. "I don't know why there should be—it's entertainment in one's own home." He said he felt the film companies would go along with Telemeter because "they are interested in increasing their take. It doesn't matter where this money comes from." On the subject of censorship, Fitzgibbons said there should be no change of censorship, "since we will play films which have been censored for the theatres." Yet there is a regulation on the Ontario censor books which states that "restricted" films are not allowed to be shown in a drive-in because of the family trade. Yet censorship authorities, by law, have no control over what is shown on TV sets. The Province of Quebec has a law governing censorship on TV, but it has never been proclaimed and thus has no effect.

**REEL CLIPS**—Paul Nathanson, whose father was the late N. L. Nathanson, a founder of Famous Players Canadian Corp., Ltd., is 43 years old, and seems from his various activities in the entertainment field to be growing as a leader. Earlier this year, he was an associate in the purchase of a block of Loew's stock. Then reports began to circulate in Canada that he was purchasing interests in TV stations in Hamilton, Windsor, and Saint John, and negotiating for more. The Board of Broadcast Governors which governs TV operations in this country thus far has made no mention of any transfers in these stations. Nathanson again came into the news when Abe Schneider, Columbia Pictures head, announced that Columbia had purchased 50 per cent of the common stock of Columbia Pictures of Canada, Ltd., from Premier Operating, of which Louis Rosenfeld and Jules and Herbert Allen are the major stockholders. This block of stock was in turn to be picked up by Nathanson. Then came the announcement from Nathanson himself of his opening of a film programming service somewhat along the lines of theatre buying and booking organizations, for TV stations. This company, Sovereign Broadcasting Co., Ltd., to be located temporarily at 250 University Ave., will be headed by Alex Metcalfe as vice-president and general manager. Metcalfe recently resigned as general manager of Empire-Universal Films, Ltd., another of Nathanson's holdings. . . . Teleprompter had eight setups for the closed-circuit showing of the heavy-weight fight, with two of them in Toronto, one at Loew's Uptown and another at the Maple Leaf Ballpark. Loew's sold out its 2,743-seat house at \$4 per, while 6,000 were attracted to the park. . . . Ben Langboard is now Ontario sales representative for International Film Distributors. . . . George Jones and Bill Harris resigned from the Tivoli booth after 25 years. . . . Harry Sullivan heads two districts for Theatre Confections, Ltd.

## Cleveland's Hippodrome Sold

NEWARK, N. J. — Eastern Theatres has announced the acquisition of the Hippodrome, Cleveland.

The Hippodrome, a downtown first-run, is the second conventional theatre to come under the Eastern banner in the past six months. The company also owns a circuit of drive-ins in New Jersey and New York and has announced plans for building a 1200 seat deluxe indoor theatre on the Garden State Plaza Shopping Center, Paramus, N. J.

The Hippodrome will get a complete refurbishing. Jack Silverthorpe, present managing director, will continue in this position under the new management. Sylvan Goldfinger, Chicago, is associated in the Hippodrome takeover, according to Sheldon Smerling, executive vice-president of Eastern.

## RKO Teleradio Earnings Up

AKRON, OHIO — W. O'Neil, President General Tire and Rubber Company, parent company, RKO Teleradio, reported last fortnight that it was "far ahead of its 1958 performance." All divisions, he said, are currently operating profitably and the overall outlook appears excellent.

General Tire's estimated earnings for the first six months of 1959 come to \$13,929,809, equivalent to \$2.63 per share of common stock outstanding. This is more than four times greater than the figure for a comparable period last year.

## Perkins Leaves WB Post

NEW YORK—The retirement of Robert W. Perkins as vice-president, secretary and general counsel of Warner Bros. Pictures, Inc., was announced last week by Jack L. Warner, president. He will continue as a member of the board of directors and as a consultant to the company.

Perkins has been associated with Warner Bros. and First National Pictures since 1925.

The Los Angeles law firm of Freston and Files will become general counsel for Warner Bros., with Herbert Freston, the senior partner, having being elected secretary of the corporation. Freston and Files has served as west coast counsel for Warner Bros. and its predecessor since 1923.

Perkins became secretary, general counsel and a director of Warner Bros. in 1936. He has been a vice-president of the company since 1945. He was engaged in private law practice before joining First National as general counsel and secretary in 1925.

## UA Drive Leaders

NEW YORK — Harry Segal, UA branch manager in Boston; Jack Finberg, UA branch manager in Cincinnati; and Harry Woolfe, UA branch manager in Vancouver, are the third lap winners of United Artists' "Roaring Fortieth Anniversary Sales Drive," it was announced by co-captains James R. Velde, general sales manager, and Roger H. Lewis, national director of advertising.



# Changing Face Of Industry Reflects Shifting Tides Of U.S. Population

PONTIAC, MICH.—What really goes on in the industry as 40 million Americans change residence each year is pointed up by simultaneous announcements.

1) What was once Pontiac's most luxurious movie palace, the Orpheum, will be torn down immediately. Completed in 1925 by the late A. J. Kleist Jr. and his wife, Gladys R. Kleist, the house hosted attractions from silent pictures to stock companies. It had everything from a \$25,000 organ to showers in backstage dressing rooms. It was leased to the Butterfield circuit in 1927, which surrendered it in 1955, since when it has been dark. Mrs. Kleist revealed simply it would be razed to save taxes, and within three months the site will become a parking lot.

2) Prophets of doom will be desolated to learn that Elton Samuels, who operates the Pontiac and Jackson Drive-Ins, for the Miracle Mile Drive-In Corporation, filed incorporation papers for a new airer.

Samuels has purchased a 32 acre tract adjacent to the Miracle Mile development, a large modern shopping center. On it will rise the Miracle Mile Drive-In.

Construction by the West Engineering Co. of Flint begins this week. Samuels expects to open the MM THIS September.

It will accommodate 1500 cars. In addition to standard projection, National Theatre Supply will also install 70mm. L and L Theatre Concessions will operate the counters. Buying and booking is to be handled by Clark Theatre Service of Detroit. There will be 1500 heaters. The new skytop will cost a half a million dollars.

## Theatre To Garage

ALBANY—Permission to convert the Delmar, Delmar (Albany suburb), into a garage and car showroom has been approved by the Town of Bethlehem Board of Appeals. The only four-waller there, it was conducted for years by the late Joseph Jarvis, and since his death, by the widow, Mrs. Mary Jarvis. A son, Joseph L., now managing the Palace, Lake Placid, also was associated with the operation.

The application for a zoning change to permit the conversion was opposed by Bethlehem Community Association on the ground the structure is only 398 feet from St. Thomas Roman Catholic Church. A minimum of 500 feet had been required under zoning ordinances.

The change sought by David and Donald Halsdorf, owners of a nearby garage, was approved by Rt. Rev. Msgr. Raymond F. Rooney, pastor, who wrote a letter to the Halsdorf's attorney that the conversion would not be detrimental to the church.

## India To See Cinerama

NEW YORK—India will be added to the many foreign countries throughout the world presenting Cinerama. Bishu Sen, well known Indian producer, signed contracts with the Stanley Warner Cinerama Corporation giving him the right to present Cinerama throughout India. According to Sen, the first presentation will be in Calcutta, pending government approval, with subsequent Cinerama installations to follow in Bombay and New Delhi.

Negotiations were handled by B. G. Kranze, vice-president, Stanley Warner Cinerama Corporation.

## Arizona Non-Resident Tax Seen Chasing Production

HOLLYWOOD—Producer Wililam Goetz made a direct appeal last fortnight on behalf of his own company and Hollywood producers in general to Governor Paul J. Fannin of Arizona to enlist his aid in bringing about repeal of Arizona tax statute 140-NR, which imposes a state tax of one-half per cent on earnings of non-residents during their stay in the state.

Goetz said, "It is more than just a matter of the money we pay into the state. The tax itself is minor, but the over-all tax picture adds enough tax so that it often is a matter of whether a picture is made in Arizona or not."

## Loew's Nets \$375,100

NEW YORK — Loew's Theatres, Inc., and subsidiary companies report for the quarter (12 weeks) ending June 4, the first quarterly report since date of division, a net income of \$375,100 after provision for U.S. and Canadian income taxes of \$480,000. The net income is equivalent to 14 cents per share on 2,668,389 shares of common stock outstanding. Gross revenues for the quarter amounted to \$10,207,000.

At a meeting held June 19, the board of Loew's Theatres, Inc., approved a restricted stock option plan, subject to stockholders' approval, for its key personnel. The plan provides that the Corporation reserve 130,000 shares of its common stock, of which amount options for 85,000 shares were granted.



## LONDON Observations

by Jock MacGregor

BACK FROM BURBANK bursting to tell the press of the wonderful product they had previewed came C. J. Latta, Arthur Abeles, and Jack Goodlatte. It was hard to say who was the more enthusiastic—the seller or the buyer. Jack, who had gone as Warners' biggest British customer, said that never as an exhibitor had he hoped to see six such potential hits from one company in one year as were shown at the convention. Since Jack L. Warner's recovery—he looks fitter than ever—the company has been reborn and revitalized, Jack claims.

Jack, being a showman who appreciates he must never stand still and must gamble and experiment to get results, plans to roadshow "The Nun's Story" here. He is undaunted by "Diary of Anne Frank" having to be whipped out of such a policy at the Carlton and transferred to smaller Rialto on a Standard grind basis. . . . Following the trade screening of "Ferry to Hong Kong," Rank's first CinemaScoper, RFD's Fred Thomas hosted a trade press lunch to welcome Colan MacArthur back from South America as head of Rank Overseas Film Distributors. I knew Colan first when he ran Rank's highly successful Italian set-up. Good luck.

MORE HOSPITALITY came my way after the preview of "Mon Oncle," which Ben Henry is handling following disagreement over the guarantee required for this market, at a Casanova lunch. Fabulously well reviewed by the press, no circuit deal has been set. Jaques Tati would be well advised to cut some 20 minutes to enhance its commercial prospects here. . . . The spacious foyer of the new Columbia was used for a press conference for the first time when producer Charles H. Schneer introduced Kevin Matthews, Jo Morrow, June Thorburn, and other cast members of "Gulliver's Travels." He is once again using Dynamation which he claims is much improved since "7th Voyage of Sinbad." Locations will be shot in Spain. Publicizing is Hollywood's Lon Jones. . . . I have a date on Sunday according to a gaily illustrated poster. It announces that I am bullfighting in Seville. This colorful piece of "bull" is an artful reminder that Associated British's "Tommy the Toreador" unit is on location in Spain. It will hang in a place of honor for a long time.

## Bardot Pic Faces Providence Censors

PROVIDENCE—A private screening for the Providence Bureau of Licenses of a Brigitte Bardot film, "Love Is My Profession," which Lt. George P. Blessing, city amusement inspector, has refused to approve in its uncut version, will soon be held in the Avon Cinema.

Joseph C. Scuncio, license bureau chairman, said that Blessing saw the movie at a private showing, not too long ago, and notified the bureau that he would not recommend approval of the entertainment licenses unless certain scenes were removed from the version scheduled to open at the Avon during July.

Scuncio said that the theatre management has said it wishes to show the French produced film without deletions. It will be the second private screening of a Brigitte Bardot film at the Avon for the bureau. The theater received permission a year ago to show "And God Created Woman" after agreeing to make cuts recommended by Lt. Blessing.

Scuncio pointed out that "Love Is My Profession" has been shown in New York and other cities only after deletions were made.

In January, 1956, the American film, "Baby Doll," was screened privately here in Providence for the bureau. Permission to show the film was given the Majestic after the management agreed to remove scenes which bureau members felt were suggestive, and others they believed to be offensive because racial groups were referred to in derogatory terms.

## U-I Handles "Sapphire"

NEW YORK—Universal announced last week that arrangements had been concluded with the Rank Organization to handle in the U.S. distribution of "Sapphire" in Eastman Color, with Nigel Patrick and Yvonne Mitchell.



## ALBANY

Film Row heard that negotiations were being conducted for a five-year renewal by 20th-Fox of the lease it holds on its exchange at 1052 Broadway. . . . Dick Young bowed out as 20th-Fox head booker and was succeeded by Doug Hermans, who had been an assistant for about three years. . . . A testimonial dinner was held for Ed Segal, shifted by Warners from Albany manager to an assignment in the Boston branch, and a "welcome back" for the new manager Herb Gaines, who was a local salesman eight years ago. The affair was held at Neil Hellman's Thruway Motel. . . . Irwin Ullman left Fabian drive-ins to join Neil Hellman Enterprises at Philadelphia as general manager of the Lincoln and Andalusia Drive-Ins. He was succeeded by George Lourinia who will supervise the Mohawk, and Saratoga drive-ins. Sylvester Frydel was promoted to manage the Saratoga.

## ATLANTA

Mrs. Carole Moessner, secretary to branch manager at United Artists, resigned. . . . Burton C. Haney is the new owner of the Macon Drive-In, Lafayette, Tenn. . . . "The Birth Of A Nation" booking at the Fine Art Cinema was blocked by Atlanta censor Mrs. Christine Smith Gilliam. This picture has been banned here since 1944. . . . Bijou Amusement Company, Nashville, Tenn., has reopened the Liberty, Greenville, S.C., with James Sanders, Charlotte, N.C., as manager. . . . The Independent Theatre Circuit will start building a new Skyway Drive-In in Chattanooga, Tenn., at a cost of \$250,000. This will replace the old Skyway Drive-In. Don Shaw, former manager of the old theatre will be manager.

## BOSTON

Ten members of the working newspaper press in Boston presented Mr. and Mrs. Joseph E. Levine with a gift commemorating their 21st wedding anniversary. The presentation was made at a "Hercules" cocktail party in the Ritz following the press screening of the film. . . . The Astor Theatre has closed its doors in order to install the new Todd AO projection and sound equipment to be ready for the August premiere of Samuel Goldwyn's production of "Porgy and Bess" which opens August 6 for an extended engagement. Mr. and Mrs. Goldwyn will meet the press at a party June 29. . . . Larry Wallace, concessions head, E. M. Loew Theatres, has resigned to join the new Pleasure Island amusement park in charge of concessions. . . . The Capitol, Lynn, closed for renovations, plans an early fall opening. The crew is working on the repairing of the seats, changes in the orchestra seating and other improvements. . . . Felix Migliaccie, former manager of the Lancaster, has been moved to the West Boylston Drive-in, while Charlie Tierney replaces him. . . . With the State, Webster, on weekends only, the manager has gone over to the Auburn Drive-in. . . .

Newton "Red" Jacobs, president of Cory Film Corporation of Hollywood, met circuit heads and exhibitors at a luncheon in the Hotel Bradford following the trade screening of his film "Room 43." He was accompanied by his legal council Paul Schreiber. Having completed negotiations for the franchise agreements for Cory Films in New York, Philadelphia, Washington and Pittsburgh, the two men left Boston for Chicago to meet the midwestern circuit heads and exhibitors. While in Boston, they signed New England franchise agreements with Joseph E. Levine, president of Embassy Pictures



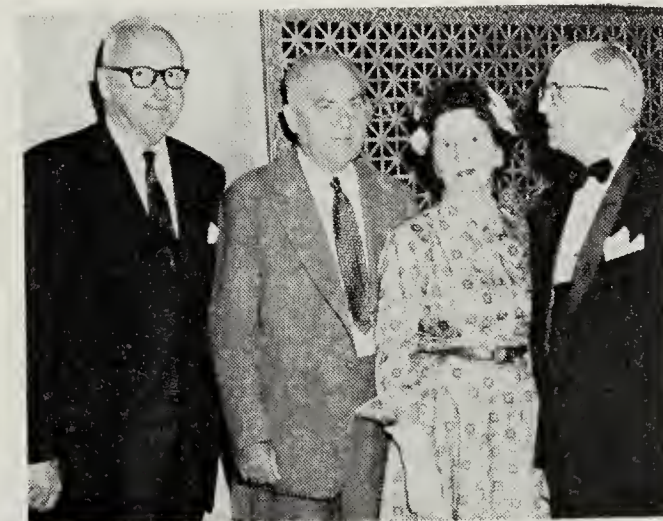
The contract for the American premiere of "Hatikvah" (The Hope), first Israeli film in color, to open in the 55th St. Playhouse Oct. 26, was signed at the meeting shown here. Principals were (left to right) Leo Fuld, importer of the film; Shoshana Damari, star of the drama; Eli Habib, producer for Habib Film Studios; and Larry Morris, vice-president, B. S. Moss Theatres.

Corporation. . . . Ray Feeley, Lexington, Lexington, Mass., is a patient at the Norwood Hospital. . . . The film "Isle Of Levant" was voluntarily withdrawn from the screen of the Capitol, Fall River.

NEW HAMPSHIRE NEWS—John Cohen, owner, Tilton, publicly thanked all his past patrons as he closed for the summer and announced his intentions to renovate before the fall reopening. . . . Starway Drive-In, Dover, offered the kids chances on a bicycle. . . . A gigantic fireworks display was given at the Keene Drive-In. The grounds have been sprayed to eliminate mosquitos and other insects for the summer.

## PROVIDENCE, R.I.

Due to generosity of Harold Lancaster, manager, Strand, Pawtucket, and the New England Theatres Corporation, operators of the outstanding local situation, after a successful run, "The Miracle of St. Therese" was brought back to this city for a series of special showings. . . . E. M. Loew's Providence Drive-In has closed. Sears-Roebuck Company, adjoining the open-airer, recently announced that the facilities formerly used for mobile movie patrons is being taken over for Sears' customers, and resurfacing operations are already underway. . . . Sara Stamm, back in command of her Newport Casino this season, has now completed plans for a schedule of plays. She announced plans to open July 13.



Ben Simon (right), manager, Loew's Metropolitan, Brooklyn, greets (left to right) John Lynch, former commissioner of Borough Works in Brooklyn; Chester Allen, president of Kings County Trust Company; and Mrs. Allen, at a special sneak preview of "Shake Hands With The Devil," a drama of the Irish Rebellion, starring James Cagney.

Among those scheduled to make personal appearances are Gloria Swanson, Faye Emerson, Virginia Mayo, Jacques Bergerac, Dorothy Malone and Michael O'Shea. . . . Bill Trambukis, Loew's State manager, enlisted the services of the recently-crowned 'Miss Providence' to press the button starting up the air-conditioning plant in his house.

## BUFFALO

Because Geneva, N.Y., is the eastern heart of a grape growing area, five Finger Lakes houses had the world premiere, along with Los Angeles, of U-I's "This Earth I mine." Jerry Fowler, manager, Geneva, saw the picture at a private preview in Penn Yan, N.Y., for grape growers and winery owners. Other towns that have the film are Penn Yan, Bath, Canandaigua and Corning. . . . The COMPO public relations committee for the Buffalo area includes,—Edward F. Meade, Shea Theatres; Arthur Krolick, American Broadcasting-Paramount Theatres; Charles B. Taylor, AB-PT; George H. Mackenna, Basil's Lafayette and Gerald M. Westergren, Basil Theatres.

## CHICAGO

George G. Kerasotes, president, TOA and Kerasotes Theatres, Springfield, Ill., announced that Illinois theatres will not be subjected to the minimum wage legislation pending before the State Legislature. This was the outcome of meetings with leading members of the Illinois law makers. United Theatre Owners of Illinois cooperated with TOA in these conferences. . . . Theatres are running a Red Skelton trailer for the annual La Rabida Sanitarium benefit collection. . . . Myron Mandy, Will Rogers manager, bettered a heart attack. . . . Plans are under way for a 1,300 seat indoor theatre in the Meadowdale shopping center, Dundee, Ill. . . . Maurice Stahl purchased the Knox, North Judson, Ind., from Alliance Theatre Corporation. . . . William Keen, manager, Senate, Springfield, Ill., narrowly missed being shot as he pursued a holdup man who had taken \$100 from the cashier. The vanished thief committed the robbery after seeing "Al Capone." . . . Les Brown, Variety chief, and Jean Slaymaker, newspaper staff girl, were wed. . . . Mrs. Roslyn Simon, wife of the theatre attorney, Seymour Simon, was again chosen to head the October Community Fund Red Cross joint appeal. . . . Nate Platt, B & K executive, made the children at La Rabida Sanitarium happy with a juke box presentation. . . . Irwin Joseph took over the Hilltop Drive-In from H and E Balaban. . . . Variety Club coffers benefited through a gala night by members and friends at Sportsman's Park harness racing. . . . Dave Malcolm was named chief director of Variety Club's annual golf outing to be held at Elmhurst Country Club on Aug. 21. . . . Sergeant Vincent Nolan, new chief, censor board, made an economy move by selecting three policemen to replace officers of higher rank. . . . Alliance Amusement Company opened its 54th drive-in at Kankakee, Ill., with Will Ruckner as manager. . . . Great States reopened the Grove, Elgin, Ill., which had been closed for several years.

## CINCINNATI

"Windjammer" is scheduled to follow Cinerama's "South Seas Adventure" at the Capitol at conclusion of its run, probably in late September. . . . After a slow start, 20th-Fox's "Diary of Anne Frank," being screened at suburban Valley, is beginning to be appreciated by area movie patrons. . . . Casey



# TIME TESTED FORMS and SYSTEMS •

PLUS  
SERVICE  
**No. 1**

## THE SERVICE-KIT —a streamlined system for BUYING, BOOKING and CONTRACT CONTROL



STIFF-BACKED 3-RING BINDERS  
AVAILABLE. See No. 11a & b

● Arranged and assembled for insertion in any standard 9 x 12 inch ring binder or ring-equipped brief case are the following forms:

1. A 52 week supply of large, modern BOOKING SHEETS (9 x 12 inches)
2. 10 pages of AVAILABILITY and PLAY-OFF WORK SHEETS (9 x 12 inches)
3. 10 sheets of PERFORMANCE RECORD and CUT-OFF SHEETS (9 x 12 inches)
4. A permanent EQUIPMENT RECORD
5. An 18-month BOOKING CALENDAR
6. A special PERPETUAL CLEARANCE CHART and many other helpful forms all properly indexed.

● After the first year, additional sets of any particular FORM can be purchased separately; any back REVIEW SECTION for 5c; and any DIVIDER INDEX for 20c.

Price: \$1.30 per set

PLUS  
SERVICE  
**No. 4**

## THE NEW "Pocket-Size" DATE BOOK —latest innovation in the field of small booking records.



● This new design has proved so far superior to anything previously developed in its field that it has taken the industry—whether independent owner or circuit manager—by storm.

(a) 5 lines of booking space were gained by taking full advantage of the 3 3/4 x 6 3/4 inch page area. (b) Weekly activities not bothered with until the complete week is booked, are kept separate and distinct. (c) Spaces are allowed for cast, gross, weather, etc., as desired. (d) All dates, days of the week, and holidays are clearly printed.

Dated forms for ONE FULL YEAR are printed to start with each JULY 1st.

Price: 70c per yearly set

SOFT-BACKED 6-RING  
LEATHERETTE BINDERS ARE  
AVAILABLE. See No. 11c & d

PLUS  
SERVICE  
**No. 2**

## PROGRAM and RUNNING-TIME Schedules —a basic weekly form to replace the scribbled note or tissue carbon.

● These forms are prepared for convenience in disseminating accurate information to the key members of a theatre staff so that they may answer intelligently the patron questions most frequently asked; or so that they can cue and time their show. 50 sheets to each pad.

● Daily turnover running time can be easily computed from the running times of the individual subjects that make up the bill.

● One copy each week: (1) on your desk, (2) to your cashier, (3) to your doorman, (4) to your projectionist, and (5) to your head usher or floor supervisor will be sufficient to keep uniform information throughout the theatre.

Price: 30c per pad

PLUS  
SERVICE  
**No. 5**

## Weekly PETTY CASH SYSTEM —designed for simplicity and quick theatre reference.

● These specially designed 3 x 5 inch Petty Cash Slips require a counter signature of approval and are numbered consecutively so that accurate records can be kept of each individual expenditure. There are 100 slips to each pad.

● The specially designed envelopes are for use only once each week in listing each individual slip and computing the weekly total expended. All slips listed on a particular envelope should then be inserted in it for safekeeping; and the envelope filed for future reference.

● There can never be any later question of a particular disbursement, for the actual receipt is always on hand and easily located. Each voucher requires the signature of the owner or the manager.

Prices: { Voucher Pads ..... 30c each  
Voucher Envelopes—50 for 65c

PLUS  
SERVICE  
**No. 3**

## Daily BOXOFFICE STATEMENTS —all embracing memoranda of the complete cash control system.

● Printed on both sides so that complete factual totals for one day can be kept on one 5 1/2 x 9 inch sheet, each itemizes:

1. OPENING AND CLOSING TICKET NUMBERS
2. PASS AND WALK-IN TICKET NUMBERS
3. CASH TOTALS AND REFUNDS
4. TAX TOTALS
5. PROGRAM, WEATHER, AND OPPOSITION
6. SPACES FOR HOURLY TOTALS
7. MISCELLANEOUS INCOME AND DEPOSITS

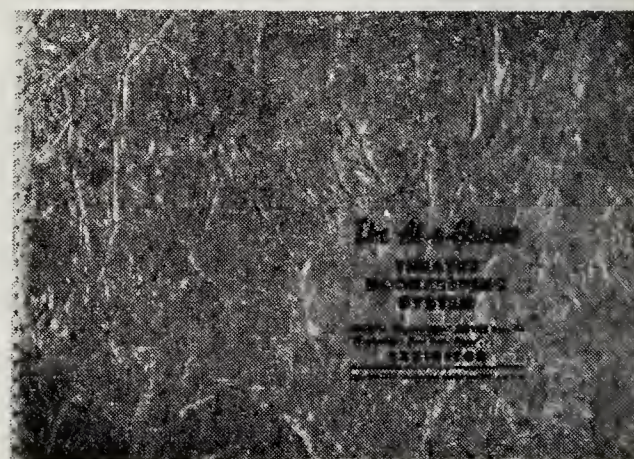
● Made up in pads of 50 per pad, each sheet is punched for saving in a standard ring binder with the date at the lower right corner for quick reference when filed.

● Where accuracy counts for current income and future bookkeeping, the Box Office Statement is a diary of theatre operation.

Price: 30c per pad

PLUS  
SERVICE  
**No. 6**

## THE "At-a-Glance" BOOKKEEPING BOOK —specially designed by a leading theatre specializing C.P.A. authority.



● This extremely simple system has been constantly revised to meet each tax or other changing requirement of the theatre man. Its 9 x 12 inch pages provide for: (1) daily ticket record, (2) tax collected daily, (3) daily gross, (4) pass and walk-in records, (5) weather and opposition, (6) daily show cast, (7) weekly income from vending machines, etc., (8) weekly gross, (9) weekly fixed expenses, payroll, and annual or monthly expense amortized weekly, (10) weekly profit or loss statement, (11) profit or loss for the year to date, etc.

Price: \$1.75 per book (Sufficient for 52 weeks)

**DESIGNED...PRODUCED...WAREHOUSED...and DELIVERED..**  
**that is frankly restricted to current THEATRE SUBSCRIBERS**



# • for EVERY THEATRE OPERATING NEED:

PLUS  
SERVICE  
**No. 7**

## Weekly PAYROLL FORMS

—for use whenever employees are paid in cash for salary or overtime.

THEATRE PAYROLL  
Center Square, Va.  
Date: 1/1/55

Employee	Rate	Hours	Salary	Overtime	Deductions	Net Pay
ALBERT, J. SECURITY	\$1.50	12	\$18.00			\$18.00
ALICE, J. SECURITY	\$1.50	12	\$18.00			\$18.00
ALICE, J. SECURITY	\$1.50	12	\$18.00			\$18.00
ALICE, J. SECURITY	\$1.50	12	\$18.00			\$18.00
ALICE, J. SECURITY	\$1.50	12	\$18.00			\$18.00

Price:  
52  
sheets  
(1 year)  
for \$1.30

● This is the system that resulted from a contrast of the Payroll Forms used by all major theatre circuits.

● Designed to be filed in the ordinary letterhead size cabinet (8 1/2 x 11 inches) this form provides a permanent weekly record of the individual name, social security number, rate of pay, overtime pay, reasons for overtime, and deductions for all purposes. It also provides gross weekly totals of salaries, deductions, raises, etc.

One of the most important features is an individual signed receipt by each employee, without their being able to see what any other employee has earned.

PLUS  
SERVICE  
**No. 9A**

## Monthly Drive-In BUSINESS ANALYSIS

—a contrast study of ALL Outdoor Theatre income and film costs.

Drive-In Theatre BUSINESS ANALYSIS SPREAD SHEET

Month	Year	Income	Expenses	Net Profit
Jan	1955			
Feb	1955			
Mar	1955			
Apr	1955			
May	1955			
Jun	1955			
Jul	1955			
Aug	1955			
Sep	1955			
Oct	1955			
Nov	1955			
Dec	1955			

● There is no facet of the theatre field that fluctuates so rapidly with every turn in weather, temperature, school attendance and opposition as the drive-in. A properly kept line each day on your Business Analysis Spread-Sheet will provide a study of: (1) The day of the week and day of the month complete with all weather influences; (2) The feature attraction complete with costs; (3) The total admissions by car and by patron; and (4) The confection sales by car and by patron.

● At the end of any one month, the complete picture is there for analysis and study,—and at the end of the same month of the following year, your headway or shortcomings are obvious.

● Here is what might be termed "a Monthly Boxoffice Statement."

Price: 55c for 13 sheets

PLUS  
SERVICE  
**No. 8**

## SERVICE MANUALS

—for the quick and proper training of new and old Theatre Employees.

LATEST REVISION also includes the additional data necessary to DRIVE-IN THEATRES!

● Of inestimable value in "breaking-in" a new staff of Ushers; a new Cashier, or a new Door Man.

● This 16 page pocket size (3 x 6 inch) booklet with heavy paper cover itemizes the rules of conduct for the theatre staff very logically and thoroughly. Separate chapters are devoted to Monogers, Cashiers, Door Men, Ushers, etc., as currently trained in the larger circuits.

● It also pictures a system of Usher's hand signals for designating empty seats and gives many hints on Public Safety, Accident, Fire Prevention, Advertising, etc.

Price: 10c each

## A practical SERVICE MANUAL for the Theatre Staff

6th Printing  
(Revised)

PLUS  
SERVICE  
**No. 10**

## Annual EMPLOYEE EARNINGS RECORD

—complete with all Withholdings and Deductions for Tax Returns.

ANNUAL EMPLOYEE EARNINGS RECORD

Employee	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
ALICE, J. SECURITY													
ALICE, J. SECURITY													
ALICE, J. SECURITY													

and government report; and current cards, arranged alphabetically constitute the only working set.

● Here is a time-saving, accurate system you'll rave about!

Price: 40c for 12 cards

● Uncle Sam requires that you keep careful, permanent records of all employee earnings and of all tax or other deductions, under penalty of fine or imprisonment. Here is the most simple theatre method. With ushers and other low-paid help, turnover is frequent so a salary book is inconvenient and bulky. Under this EXHIBITOR system, one 8 1/2 x 11 inch index card suffices for any one employee for one year, and each year is an entity in itself. The card of a fired or quit employee is set aside for tax return

PLUS  
SERVICE  
**No. 9**

## Drive-In Theatre Boxoffice Statements

—specially designed exclusively for the use of Outdoor Theatremen.

DRIVE-IN THEATRE DAILY BOXOFFICE STATEMENT

Item	Amount
CARS - Total Entering on This Day	
ADMISSIONS - Ticket Number	
GENERAL ADULTS	
Children Under 12	
PASSENGER AND COMPLIMENTARY	
GROSS TOTALS	
CASH REFUNDS (Enter on Reverse Side)	
NET TOTALS FOR DAY	
ANALYSIS OF ADMISSIONS	
1. Average Number of ADULT ADMISSIONS per CAR	
2. Average Number of CHILDREN UNDER 12 per CAR	
3. Average Number of PASSES and COMPL per CAR	
CONNECTIONS - Total Gross Volume for This Day	
ANALYSIS OF CONNECTION SALES	
1. Average Sale Volume per ADULT ADMISSION	
2. Average Sale Volume per CHILD UNDER 12	
3. Average Sale Volume per PASS and COMPL	
ATTRACTION - Feature etc.	
ANALYSIS OF ATTRACTION COST	
1. Average Cost of Attraction per CAR	
2. Average Cost of Attraction per ADULT ADMISSION	
3. Average Cost of Attraction per CHILD UNDER 12	
3. Average Cost of Attraction per PASS and COMPL	
This is the Day of the same Attraction	
The Average Temperature is	
Day of Week	
Month	
Year	

● A daily record of: (1) Number of Cars; (2) Number of Adults; (3) Number of Children; (4) Passes and Complimentary Admissions; (5) Cash Refunds; (6) Confection Gross; (7) Title, distributor, rental basis, actual cost, and percentage of admissions income of the Show; (8) Record of the weather and average temperature; (9) Hourly Ticket Sale Record; (10) Opposition Attractions; (11) Checker and Hours Checked; (12) Total Cash Receipts and Totals Deposited.

● All on a handy 5 1/2 x 9 inch sheet punched for filing in a post or ring binder and padded 50 to the pad.

● Here is a professional form never before designed for drive-in operation.

Price: 30c per pad

PLUS  
SERVICE  
**No. 11**

## Special BINDERS and CASES

—designed for the storage and carrying of some of these forms.

### Service-Kit

#### BRIEF CASE (a)

● A big, genuine cowhide, zipper-enclosed briefcase equipped with 3-ring binder designed to hold the Service-Kit Forms (See No. 1) and a full year of Pink Review Sections as published separately by EXHIBITOR.

Price: \$6.00 each (Tax included)

### Service-Kit

#### BINDER (b)

● A big, stiff backed, imitation leather binder equipped with 3-ring holder designed for the Service-Kit Forms (See No. 1) and a full year of Pink Review Sections as published separately by EXHIBITOR.

Price: \$1.50 each

### Pocket-Size Date Book

#### BRIEF CASE (c)

● A small, genuine pig-skin, zipper-enclosed briefcase equipped with 6-ring binder designed to hold the 3 3/4 x 6 3/4 Pocket-Size Date Book sheets (See No. 4) sufficient for one entire year's bookings.

Price: \$5.00 each (Tax included)

### Pocket-Size Date Book

#### BINDER (d)

● A small, flexible leatherette binder equipped with 6-ring holder designed for the 3 3/4 x 6 3/4 Pocket-Size Date Book sheets (See No. 4) sufficient for one entire year's booking,—and other features.

Price: \$1.30 each

• at NON-PROFIT PRICES . . . as a "Theatre-Wise" plus-service ONLY! Sample sheets without obligation.

{ MOTION PICTURE EXHIBITOR }  
246 N. Clarion St., Phila. 7, Pa.



Robinson, author and co-producer of U-I's "This Earth is Mine," met the press at a luncheon while in town to promote the film.

. . . MGM Club held its annual summer outing at Beverly Hills Country Club in nearby Kentucky. . . . Calvin Winder, owner, Waldo Projector and Rebuilding Company, was elected secretary of Moving Picture Operators, Local 327, to complete the year for Walter Pavley, who resigned because of illness. . . . Phil Chakeres, president, Chakeres Circuit, presided at circuits Kentucky managers' meeting. . . . TOC Booking Agency is to service the Rohs, Cynthia, Ky., for new owner, James Denton. . . . National Theatre Supply furnished equipment for Lou Marck's new Tri-State Drive-In, Chesapeake, O., scheduled to open in late June. . . . Vandals destroyed the custard stand at Grandview Drive-In, Hazard, Ky. . . . Fire caused extensive damage to the concession stand of the Richmond Drive-In, Holcomb, W. Va. . . . Destroyed tower of Beacon Drive-In, Portland, Ind., is to be rebuilt by Midwest Theatre Supply. . . . Waldo Projector and Rebuilding Company has completed overhauling projectors for Ohio, Madison Ind. . . . Kenneth Blue, 54, Hyde Park Art, died June 12. He had been in theatre business in Milwaukee and this city for a number of years.

COLUMBUS, O., NEWS—Herman Hunt, of Hunt's CineStage, announced a limited six weeks' run at popular prices of "The Diary of Anne Frank," starting July 9. . . . Local theatremen are saying farewell to Walter Kessler, manager of Loew's Ohio since 1946, who has been promoted to manager of Loew's Warfield, San Francisco, only Loew house on the West Coast. He will leave for his new assignment about August 1. . . . The three sports editors of Columbus dailies, Earl Flora, Journal; Paul Hornung, Dispatch and Tom Keys, Citizen, devoted full columns to the trials and tribulations of Ed McGlone, RKO Palace manager, in staging closed circuit fight telecasts. The columns contained plugs for the Palace's showing of the Floyd Patterson-Ingemar Johansson fight. . . . Ken Prickett, executive secretary, Independent Theatre Owners of Ohio, announced the signing of Richard Reding, owner of the Lynn Auto Theatre, Strasburg, as a new ITOO member.



Morey "Razz" Goldstein, general sales manager, Allied Artists, is seen with Mr. and Mrs. Felix Adler, famous Ringling Brothers Barnum and Bailey clowns, in a publicity shot for the company's "The Big Circus."

## CLEVELAND

Effective July 2 the local Paramount exchange will be streamlined to a faint shadow of its present status when all branch operations with the exception of selling, will be moved to Pittsburgh. After that date there will be no resident Paramount bookers. Present bookers Irvin Sears and Sheldon Schermer will join the Pittsburgh branch. Lillian Ack, office manager, will go to Pittsburgh on a temporary basis. She will remain there only until the change-over has been effected. Remaining in Cleveland will be Harry Buxbaum, branch manager and salesman Jerry Lipow and Gordon Bugie. . . . Anthony Reinman, United Artist assistant booker under the late George Bressler the past five years, moves up into the post left vacant by Bressler's sudden death. Succeeding to Reinman's post is Ronald Sparks, former Universal and Co-operative Theatres of Ohio booker, who has been absent from Film Row since last fall. . . . Irving Marcus' promotion from local National Screen Service Salesman to manager of the company's Pittsburgh branch office will be the center of attraction at a testimonial dinner, July 20, in the Tudor Arms Hotel under the co-sponsorship of the Variety Club and the Salesmen's Club of Cleveland. Marcus has been with NSS for 26 years starting in the New York office and serving in both

Pittsburgh and Cleveland. . . . Ray Schmertz, 20th-Fox branch manager announces a group of early "South Pacific" bookings in this territory. The picture plays the Palace, Canton, July 10; State Findlay; and Quilna, Lima, July 16; Schines's Mt. Vernon, Wooster and Tiffin houses, July 17; and the Tivoli, Lorain, July 22. . . . Meyer Fine, president of Associated Theatres Circuit, and Mrs. Fine attended the graduation of their son, Bruce, from the University of Pennsylvania. . . . Frank Dominic has closed his Gem, Leetonia, O., for a period of six weeks. . . . The Astor, a link in the Washington Circuit, has gone to week-end operation for the summer. . . . Associated Theatres Circuit auditor Sam Schwartz is back at his desk following heart surgery, and Leroy Kendis, circuit executive, was given his hospital discharge papers.

## DALLAS

Negotiations begun before the death of Col. Harry A. Cole were completed with the purchase by Phil Isley Theatres of the three Bonham, Tex., theatres from the Cole estate. The showplaces were two "hardtops" and one drive in. At the same time, the Isley office has announced the appointment of Charlie Wise as general manager for the circuit. . . . Alfred N. Sack is reported to be improving following his recent heart attack. He is in the Baylor Hospital. . . . W. S. Chisolm has opened a new 600 car drive-in at Grand Prairie, Tex., with Cecil Thedford as manager. . . . When a delivery boy dropped a carton of four one gallon bottles of ammonia on the stairway at the M-G-M office, there was a hurried evacuation of more than 65 persons with three hospitalized because of the strong vapors. The vapors were carried throughout the building by the air conditioning system. A. V. Philbin, office manager was among the last to leave. . . . Interstate Theatre Circuit officials have announced that the first two feature length motion pictures completely filmed and produced in this city would jointly celebrate their world premiere here, June 25, in the Majestic. They are B. R. and Gordon McLendon's "The Killer Shrews" and "The Giant Gila Monster." The pictures, will be released nationally in July. . . . Dallas now ranks as the fifth largest film distribution center in the United States. The local filmrow has 28 film distributors and is the home office of 20 exhibitor companies and five film delivery companies. The first motion picture theatre was founded here in 1906 and the first film distributing office opened here in 1906. . . . "Auntie Mame" was in its 10th week at the Village with "The Shaggy Dog" into its 10th week at the Esquire. . . . Pinky Pinkston injured a leg nerve lifting a heavy piece of equipment and has been under a doctor's care for the past three weeks. He is with Hardin Theatre Supply Company. The company recently fully equipped the new Chisholm Drive-In which opened at Grand Prairie, Tex.

## Film Exchange and Dealer Listing for the OMAHA FILM TERRITORY

A CONTINUING SERVICE • that will be re-edited and re-published at 8-month intervals.

### • Film Distributors

**ALLIED ARTISTS, 1506 Davenport St.—Atlantic 1953**

Br. Mgr.: Sol J. Francis. Office Mgr. and Booker: Bill Wink. Emerg. Phone: Atlantic 4155, Terroce 6453.

**AMERICAN INT'L., 1508 Davenport St.—Jackson 1161**

Br. Mgr.: Meyer Stern. Emerg. Phone: Glendale 7186.

**20TH CENTURY-FOX, 1502 Davenport St.—Jackson 4860**

Br. Mgr.: Frank P. Larson, Jr. Soles: Tony Goodman. Booker: Bill Doebel. Cashier: Mary Frongenberg. Field Exp.: Bob Favaro. Emerg. Phone: None.

**UNITED ARTISTS, 309 N. 16th St.—Atlantic 9944**

Br. Mgr.: Danold V. McLucas. Office Mgr. and Booker: Opol Woodson. Soles: William Heoth. Booker: Erma Delond. Cashier: Shirley Pitts. Emerg. Phone: Regent 5346.

**UNIVERSAL-INTERNATIONAL, 1524 Davenport St.—Atlantic 8918**

Sales: Carl Reese. Booker: Dolores Kromper. Emerg. Phone: None.

### • Supply Dealers

**NATIONAL THEATRE SUPPLY, 307 N. 16th St.—Webster 8377, Emerg. Phone: Atlantic 8750.**

**QUALITY THEATRE SUPPLY, 1515 Davenport St.—Atlantic 7253 Emerg. Phone: Terroce 1519.**

**WESTERN THEATRE SUPPLY, 214 N. 15th St.—Atlantic 9046**

### • Film Delivery Services

**FILM TRANSPORT CO., 1112 Capitol St.—Atlantic 2045**

A SPECIAL SERVICE . . . only in MOTION PICTURE EXHIBITOR

Watch for them!

**NEXT!**

**Memphis Territory**

Issue of July 15

**Seattle Territory**

Issue of July 22

Save Them!



## HOUSTON

Al Lever, city manager for the Interstate Theatre Circuit tried a midnight screening of "Say One for Me" for local press and music store owners. Members of the working press find this more convenient than the regular 9 a.m. screenings presented here previously. . . . Homer McCallon, manager, Loew's State, is running a contest in conjunction with the Houston Press "Career Girl" column, written by Marge Crumbaker, to promote "Ask Any Girl." A booth has been set up outside the theatre to interview career women passing by with such questions as "What Do You Think of Your Career" and "Should Marriage and A Career Be Combined" . . . The Interstate Theatre Circuit has inaugurated a mosquito and bug control spraying program. At the South Main Drive In, two policemen had to be hired to direct traffic entering and leaving the drive in due to the large numbers of patrons coming after the spraying program had been started.

## JACKSONVILLE

Thomas P. Tidwell, 20th-Fox manager, booked 12 prints of "South Pacific" into second-run situations throughout the area, with the local run going to the Town and Country after "Around the World in 80 Days". . . . Jack Rigg has moved his booking service staff into larger quarters in the Lynch Building due to the addition of many new accounts. . . . Sam A. Newton, who operates the local Dixie, has closed his Florida in St. Augustine. . . . Arnold Haynes, Naples theatre owner and president of the Motion Picture Exhibitors of Florida, presided over a special session of MPEOF officers and directors to receive a report from LaMar Sarra, MPEOF legislative chairman, on the recent 60-day session of the Florida Legislature. . . . Ike Hoig, formerly of the Penn-Paramount circuit in Pennsylvania, is publicist for Weeki Wachee Springs, the major tourist attraction on the state's west coast which is now being operated as a unit of the Florida State Theatres chain. . . . Local delegates attending the Southeastern IATSE convention in Birmingham, Ala., were Mitch Yeager, Roy Harding and R. M. Sligh. . . . Newest additions to the WOMPI roster are Laverne Spell, FST home office, and Juanita Gannon, Metro office. . . . Johnny Tomlinson, Warner branch manager, 'phoned from Hollywood the good news that the Jacksonville branch had taken second place in the worldwide Warner "Welcome Back, Jack" drive.

## MILWAUKEE

The Oriental and Tower theatre buildings will be offered for sale at a public auction on July 31 by the U.S. Marshal. Federal Judge Kenneth P. Grubb recently granted a foreclosure judgment against Kent Theatres Inc., which operates the theatres, for defaulting on mortgage payments. The action was brought by Delmar Securities Corporation, Dover, Del., holders of a second mortgage on the buildings. . . . H. C. Prange Company, Sheboygan, which operates a store in Appleton, Wis., purchased the Rio in downtown Appleton from Stanley Warner Management Corporation. The price was not disclosed. The Rio will be used in some phase of the store operation.

## NEW HAVEN

Not concerned with drive-in theatre season, Mrs. Hazel Florian, manager of the Lockwood & Gordon four-wall Strand, Winsted, Conn.,



James Cagney, starred in United Artists' "The Gallant Hours," now before the cameras in Hollywood, recently accepted a special tribute from the City of Los Angeles honoring his 30th anniversary in motion pictures. Los Angeles Councilman John Gibson made the presentation of the scroll.

recently advertised: "No Mosquitos! Comfortably Cool!" . . . Bob Tyrol, Lockwood & Gordon's East Windsor Drive-In, East Windsor, Conn., is providing free pony rides on Friday nights, termed "Family Night". . . . Ray McNamara, Allyn, planned a newspaper contest, seeking "the greatest number of actors who have appeared in the Tarzan role over the years," in conjunction with Paramount release, "Tarzan's Greatest Adventure." The first 25 lengthiest lists entitled entrants to pairs of guest tickets. . . . William Howard of the Lockwood & Gordon Danbury Drive-In, Danbury, Conn., has revived his Bumper Club, issuing automobile bumper strips to members. In return, drivers of such vehicles are admitted free one night a week. Rest of passengers in same car, of course, are charged regular admission. . . . Lou Cohen, Loew's Poli, in conjunction with M-G-M's "The Mysterians," planned a Hartford Times contest, offering \$25 Savings Bond to top winner (and pairs of guest tickets to 24 runners-up), for best 25-word comment on question, "If you were the only woman left in the world, what would you do?"

## NEW ORLEANS

A one-day holiday outing at Holiday Haven, Slidell, La., was enjoyed by 20th-Fox staffers. . . . Raymond Garcia, for many years head of U-I's shipping department, and now manager of the in-town Avenue, was a patient at Mercy Hospital. His wife, Sophia, is a Columbia exchange staffer. . . . A son, Terry Charles, was born to Mrs. Charles A. Achée, Jr. The proud father is National Theatre Supply field representative. . . . George Hoover, International Executive Director, and Robert Bostick, International Representative, Variety International, met with the general membership of local Tent 45 and discussed plans for "Variety Week" to be held from Feb. 8-14. . . . Frank Lais, Jr., associated with Sammy Wright, Jr., in ownership and management of local theatres, was elected chief barker of Variety Tent 45 succeeding Irving Paley, who has moved to New York City. . . . Shutting were H. M. Jordan's Lucedale, Lucedale, Miss.; and the Ga-Ana, Georgiana, Ala., a unit of Fred T. McLendon's theatres. . . . The Lark Drive-In, Ville Platte, La., was also closed.

## PHILADELPHIA

The Fulton Art, Lancaster, Pa., has gone straw hat legit for the summer. . . . The Roosevelt Drive-In and the Levittown

Theatre Company, were dismissed as defendants in the Lincoln Drive-In vs Paramount et al suit in Federal Court. . . . Gary P. Romisher, son-in-law of William Spiegel, New Lyric, Philadelphia, was graduated from Jefferson Medical College and is now interning at Philadelphia General Hospital. . . . Iz Segal plans moving his theatre service business to Vine Street in the near future. . . . John Golder's nephew, Frank Golder, was married to Barbara Harris at the Warwick Hotel last week. . . . Melvin J. Fox has been named a member of the committee on membership and finance for the Philadelphia Fellowship Commission. He had been head of the industry division for the annual membership enrollments of the Commission.

## ST. LOUIS

The Balco, La Center, Ky., owned and operated for many years by James Holland has closed for an indefinite period. . . . Wreckers began work on the Missouri. The theatre auditorium portion of the building is to be entirely eliminated to make way for a large parking lot to serve tenants of the office building section of the structure. . . . The Charleston Drive-in, Charleston, Mo., has been reopened under the management of Jesse H. Bizzell, Jr., of Dongola, Ill. . . . "Haunted House" had 2000 cash customers in the first hour of its run at the Fox, while at the Quincy Drive-in, West Quincy, Mo., it grossed more on a Sunday than that drive-in had been taking in for an entire week. The Quincy Drive-in is a Kerasotes theatre. The Fox is an Arthur Enterprises deluxer seating 5200. . . . The Plaza, Marion, Ill., which has been closed for about three years is being converted into an office building. . . . Danny Thomas spoke here to help raise funds for the St. Jude Hospital in Memphis, Tenn., which treats children suffering from leukemia. . . . Bob Hope, Randolph Scott and Phil Harris will stage a golf exhibition here, June 28, to benefit the program for free care at the St. Louis Children's Hospital.

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The Annex, Herrin, Ill., has been closed, while the Marlow is operating Fridays, Saturdays and Sundays. Both are owned by John Marlow. Marlow's Drive-in and the Egyptian Drive-in, owned by Wayne Smith, are both operating seven nights a week. . . . A bill to rezone a portion of the area fronting on State Highway No. 140 near Keeven lane, Florissant, Mo., so as to permit the construction and operation of a drive-in theatre there was defeated by the Florissant City Council.

## SALT LAKE CITY

Fox Intermountain Theatres' Villa is the only theatre in the area equipped to show Technirama 70. Walt Disney's "Sleeping Beauty," the current attraction, is packing them in. . . . Cub Scouts in uniform were admitted free when accompanied by their parents to see Columbia's "It Happened To Jane," Uptown. . . . Cindy Robbins, who makes her film debut in U-I's "This Earth Is



Casey Robinson (left), producer of Universal's "This Earth Is Mine," discusses the film with Jay Emanuel, publisher of MOTION PICTURE EXHIBITOR.

Mine," was in to help exploit the film. . . . Mary Ellen Carter is now secretary to John Krier, general manager, Intermountain Theatres. . . . Al Hemingway, a Paramount booker for the past 11 and a half years, has been named head booker for 20th-Fox, where he replaces Carl Larsen, who went to San Francisco as assistant regional manager for the Army and Air Force Motion Picture Service. . . . Frank Larsen, Jr., former 20th-Fox salesman here, is now branch manager for 20th-Fox at Omaha. . . . Leon Cartwright, who was owner of the American Fork Drive-In, and who was injured in an accident several months ago, passed away. . . . The Ute Drive-In management announced a new midget drivers' racing track at their playground.

## SAN ANTONIO

Mr. and Mrs. George M. Watson, he's city manager for the Interstate Theatre Circuit,

have returned from Wichita Falls, Tex. . . . Jerry Lewis is scheduled to visit San Antonio when he makes a national tour in behalf of his new Paramount movie, "Don't Give Up The Ship." . . . Ignacio Torres, manager, Alameda, ace Spanish language downtown house, devised several fancy lobby displays and theatre fronts for "Sube y Baja" which stars Cantinflas, king of Mexico's comedians. . . . The town's Interstate Theatre Circuit people celebrating the 30th anniversary of the Majestic at the present location. They recall that the late Jimmy Rodgers was on the vaudeville bill opening night. Prior to June 14, 1929, the Majestic was on Main Ave., in the house now named the State. . . . Dick Landsman, operator of the Statewide Drive-In Theatres appeared before the City Council telling the members that he too was having some problems in trying to meet screening requirements of the local health ordinance because of peculiar conditions which exist in the drive in theatres operation. He said food is sold only during intermissions and because of the large crowds it would be impossible to keep doors to the establishment closed. Under the new health ordinance all establishments serving food have to be screened in. . . . Mart Cole, South Texas theatre owner, has been elected executive director of the Baylor Ex-Students Association. He received his degree from Baylor in 1938. . . . Burglars looted the cigaret machine at the closed Village Drive In, Ennis, Tex., which is being rebuilt following a fire.

## SEATTLE

Harold Wirthwein, Allied Artists western division sales manager, was in town from Hollywood to convert the local Allied Artists exchange to a company-owned operation. It was formerly operated as a franchise-owned branch by Allied Artists Productions of California, headed by Mel Huling of San Francisco. . . . Variety Club held a benefit show in the Magnolia to help raise \$10,000 for equipment to be used at the Heart Hospital. The memorial will be known as the Arthur J. Sullivan Memorial in recognition of the former branch manager of United Artists Corporation. . . . Northwest Releasing attractions which are scheduled include Jerry Lewis, July 10, 11, 18 at the Orpheum; and Harry Bellefonte at the Orpheum July 26-27. . . . "South Pacific," returning at regular prices, has been set for the Lewis and Clark. It is now playing at the State, Spokane. . . . Mark Sheridan, 20th-Fox branch manager, returned recently from Dallas, Texas. . . . Carl Miller, Warners branch manager, is in California on business.



Roger H. Lewis, right, United Artists national director of advertising, publicity, and exploitation, and Mori Krushen, UA exploitation manager, reveal one of the huge woven box-office runners that will herald the opening of "A Hole In The Head" in key cities across the country.

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# SERVICE SECTION

## THE CHECK-UP of all Features and Short Subjects as reviewed and compiled during the past 12 months

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 24 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVICE SECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issue of each August will always contain a complete annual index.

Combined, the yellow paper SERVICE SECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness. Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 246-48 N. Clarion St., Philadelphia 7, Penna.



JULY 8, 1959 SECTION TWO  
Vol. 62, No. 9

## FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy	COMP—Compilation	MD—Melodrama	NOV—Novelty
CAR—Cartoon	D—Drama	MU—Musical	TRAV—Travelogue
	DOC—Documentary	W—Western	

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following running time indicate projection and color processes, such as

CS—CinemaScope	MC—MetroColor	SS—SuperScope	VV—Vista Vision
DC—DeLuxe Color	NA—Naturama	TC—Technicolor	WC—WarnerColor
EC—Eastman Color	RE—Reissue	TE—Technirama	C—Other color
	RS—Regalscope	TR—Trucolor	

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and date of issue when MOTION PICTURE EXHIBITOR published the complete analytical review, plus an evaluation of the particular picture's box-office worth.

### ALLIED ARTISTS

#### DISTRIBUTED DURING THE PAST 12 MONTHS

- 5828 ACCURSED, THE—MD-78m.—Donald Wolfelt, Jane Griffiths—4533 (11-26-58)—Okay programmer—Englele  
5905 AL CAPONE—MD-104m.—Rod Stelger, Fay Spain—4561 (2-25-59)—Well-done crime entry  
5904 ARSON FOR HIRE—MD-68m.—Steve Brodie, Lyn Thomas—4561 (2-25-59)—Routine lower half filler  
5907 BATTLE FLAME—MD-78m.—Scott Brady, Elaine Edwards—4593 (6-3-59)—Okay war programmer  
BIG CIRCUS, THE—108½m.—(CS; TC)—Victor Mature, Red Buttons, Rhonda Fleming—4601 (7-1-59)—Colorful, entertaining circus yarn has names  
5902 COSMIC MAN, THE—MD-72m.—Bruce Bennett, Angela Greene—4553 (1-28-59)—Science fiction entry for the supporting slot  
5812 CRY BABY KILLER, THE—MD-62m.—Harry Lauter, Carolyn Mitchell—4497 (8-6-58)—Juvenile delinquency tale for lower half  
5824 FRANKENSTEIN—1970—MD-83m.—(CS)—Boris Karloff, Jana Lund—4525 (10-29-58)—Adult horror programmer has Karloff name  
5903 GIANT BEHEMOTH, THE—MD-79m.—Gene Evans, Andre Morell—4573 (4-8-59)—Good science fiction—England  
5823 GUNSMOKE IN TUCSON—W-80m.—(CS; DC)—Mark Stevens, Gale Robbins—4493 (7-23-58)—Okay western  
5731 HONG KONG AFFAIR—MD-79m.—Jack Kelly, May Wynn—4493 (7-23-58)—Okay programmer  
5901 HOUSE ON HAUNTED HILL—MD-75m.—Vincent Price, Carol Ohmart—4545 (12-24-58)—Okay ghost, horror entry  
5825 HOT CAR GIRL—MD-71m.—Richard Bakalyan, June Kenney—4497 (8-6-58)—For lower half  
5833 IN-BETWEEN AGE—MU-78m.—Terry Dene, Mary Steele—4505 (9-3-58)—British rock 'n' roll dualler—England  
5839 JOHNNY ROCCO—MD-84m.—Richard Eyer, Stephen McNally, Coleen Gray—4541 (12-10-58)—Good programmer  
5813 JOY RIDE—D-64½m.—Rod Fulton, Ann Doran—4533 (11-26-58)—Interesting programmer  
5831 LEGION OF THE DOOMED—75m.—Bill Williams, Dawn Richard—4533 (11-26-58)—Foreign Legion entry for lower half  
5830 LITTLEST HOBBO, THE—D-77m.—Buddy Hart, Wendy Stuart—4513 (9-17-58)—Good show for the younger set  
5816 PAGANS, THE—MD-80m.—Pierre Cressoy, Helene Remy—4493 (7-23-58)—Cloak and dagger spectacle—Italy  
5826 QUEEN OF OUTER SPACE—MD-79½m.—(CS; DC)—Zsa Zsa Gabor, Erlo Fleming—4513 (9-17-58)—Okay science fiction entry  
5837 REVOLT IN THE BIG HOUSE—MD-79m.—Gene Evans, Arlene Hunter—4529 (11-12-58)—Good prison story  
5820 SNOWFIRE—W-73m.—(C)—Don Megowan, Molly McGowan—4501 (8-20-58)—Good entry for the youngsters  
5910 SPEED CRAZY—MD-75m.—Brett Halsey, Yvonne Lime—4593 (6-3-59)—For the lower half  
5819 SPY IN THE SKY—MD-74m.—Steve Brodie, Andrea Domburg—4505 (9-3-58)—International Intrigue programmer  
5822 UNWED MOTHER—D-74m.—Norma Moore, Robert Vaughn—4533 (11-26-58)—Well-made program entry  
5836 WOLF LARSEN—MD-83m.—Barry Sullivan, Gita Hall—4529 (11-12-58)—Good programmer

#### COMING FEATURES IN ORDER OF RELEASE

May LITTLE RASCALS VARIETIES—Compilation  
June KING OF THE WILD STALLIONS—(CS; DC)—George Montgomery, Diane Brewster

#### COMING

BAT, THE—Vincent Price, Agnes Moorehead  
CALLING NORTH POLE—(CS; C)—Curt Jurgens, Dawn Addams  
CRIME AND PUNISHMENT, U. S. A.—George Hamilton, Mary Murphy  
FACE OF FIRE—Cameron Mitchell, Mike Osgard  
THE REBEL SET—Gregg Palmer, Kathleen Crowley  
RIOT IN CELL BLOCK 11—Neville Brand  
SURRENDER HELL—Keith Andes, Susan Cabot  
WEB OF EVIDENCE—Van Johnson, Vera Miles

### AMERICAN INTERNATIONAL

#### DISTRIBUTED DURING THE PAST 12 MONTHS

- ATTACK OF THE PUPPET PEOPLE—MD-78m.—John Agar, June Kenny—4501 (8-20-58)—Okay programmer  
BRAIN EATERS, THE—MD-60m.—Edwin Nelson, Joanna Lee—4541 (12-10-58)—Routine science fiction  
COOL AND THE CRAZY—MD-76m.—Scott Marlowe, Gigi Perreau—4521 (10-15-58)—Teenage dope meller  
DRAGSTRIP RIOT—MD-87m.—Gary Clarke, Yvonne Lime—4521 (10-15-58)—Teenage dualler  
HELL SQUAD—MD-64m.—Wally Compo, Brandon Carroll—4517 (10-1-58)—Program war meller  
HIGH SCHOOL HELLCATS—MD-70m.—Yvonne Lime, Bret Halsey—4525 (10-29-58)—Teenage problem programmer  
HORRORS OF THE BLACK MUSEUM—MD-95m.—(CS; EC)—Michael Gough, June Cunningham—4577 (4-22-59)—Well made horror entry—England  
HOT ROD GANG—CMU—72m.—John Ashley, Jody Fair, Gene Vincent—4525 (10-29-58)—Rock 'n' roll programmer  
HOW TO MAKE A MONSTER—MD-75m.—(Partly color)—Robert H. Harris—4541 (12-10-58)—Okay horror meller  
NIGHT OF THE BLOOD BEAST—65m.—Michael Emmet, Angela Greene—4533 (11-26-58)—Minor science fiction entry  
OPERATION DAMES—MD-74m.—Eve Meyer, Chuck Henderson—4593 (6-3-59)—For the duallers  
PARATROOP COMMAND—D-83m.—Richard Bakalyan, Carolyn Hughes—4565 (3-11-59)—Effective war programmer  
SCREAMING SKULL, THE—MD-70m.—John Hudson, Peggy Webber—4545 (12-24-58)—Okay for the horror program  
SHE GODS OF SHARK REEF—MD-63m.—(C)—Don Durant, Lisa Montell—4534 (11-26-58)—Okay novelty programmer—Made in Hawaii  
SPIDER, THE—MD-72m.—Ed Kemmer, June Kenny—4525 (10-29-58)—Average horror entry  
SUBMARINE SEAHAWK—D-77m.—John Bentley, Brett Halsey—4565 (3-11-59)—Typical sub story for program  
TANK BATTALION—MD-80m.—Don Kelly, Barbara Luna—4517 (10-1-58)—For the lower half  
TANK COMMANDOS—MD-81m.—Robert Barron, Maggie Lawrence—4593 (6-3-59)—Program war meller

## . . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classifications of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; B—Objectionable in Part for All; C—Condemned; SC—Separate Classification, follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

#### A

Accursed, The.....	A2	AA
Affairs of Julie, The.....		For.
Al Capone.....	A3	AA
Alaskan Passage.....	B	Fox
Allas Jesse James.....	A1	UA
• All God's Children.....		WB
• Alligator People, The.....		Fox
Anatomy of a Murder.....	SC	Col.
Andy Hardy Comes Home.....	A1	MGM
Angry Hills, The.....	A3	MGM
Anna Lucasta.....	A3	UA
Apache Territory.....	A1	Col.
Appointment with a Shadow.....	A2	UI
Arson for Hire.....	A2	AA
As Young as We Are.....	A3	Par.
Ask Any Girl.....	A3	MGM
Attack of the Puppet People.....	A1	AI
Auntie Mame.....	A3	WB

## PLEASE NOTE . . .

This yellow paper SERVICE SECTION is corrected, re-edited, and brought up to date every second week;— and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF



## B

Bad Girl.....	For.
Badlanders, The.....	A3 MG
Bandit of Zobe, The.....	A1 Col.
Barbarian and the Geisha, The.....	A1 Fox
Bat, The.....	AA
Battle Flame.....	A1 AA
Battle of the Coral Sea.....	Col.
Beat Generation, The.....	B MGM
Beli, Book and Candle.....	A3 Col.
Ben Hur.....	MGM
Bond of the River—RE.....	A1 U-I
Best of Everything, The.....	Fox
Bethsheba and the Gladiator.....	AI
Big Barrier, The.....	For.
Big Circus, The.....	AA
Big Country, The.....	A2 UA
Big Fisherman, The.....	Misc.
Big Operator, The.....	MGM
Black Orchid, The.....	A1 Par.
Blob, The.....	A2 Par.
Blood of Bataan.....	For.
Blood of the Vampire.....	B UI
Blue Angel, The.....	Fox
Blue Denim.....	Fox
Born Reckless.....	B WB
Born to Be Loved.....	A2 U-I
Brain Eaters, The.....	A2 A-I
Bramble Bush, The.....	WB
Buccaneer, The.....	A1 Par.
Buchanan Rides Alone.....	A1 Col.
But Not for Me.....	Par.

## C

Caine Mutiny, The—RE.....	A1 Col.
Call Girls.....	For.
Calling North Pole.....	AA
Captain from Kopenick, The.....	A1 For.
Career.....	Par.
Cash McCall.....	WB
Cast A Long Shadow.....	UA
Cat, The.....	For.
Cat on a Hot Tin Roof.....	A3 MGM
Certain Smile, A.....	A3 Fox
China Doll.....	A3 UA
Circle, The.....	For.
Circus of Love.....	For.
City of Fear.....	A2 Col.
Comanche Station.....	Col.
Compulsion.....	A3 Fox
Contraband Spain.....	For.
Cool and the Crazy.....	A3 AI
Cop Hater.....	B UA
Cosmic Man, The.....	A1 AA
Cosmic Monsters, The.....	A2 For.
Count Your Blessings.....	A3 MGM
Counterplot.....	UA
Crawling Eye, The.....	A2 For.
Crime and Punishment U. S. A.....	A3 AA
Crimson Kimono, The.....	Col.
Cry Baby Killer, The.....	A2 AA
Cry from the Streets, A.....	A2 For.
Cry Tough.....	UA
Curse of the Faceless Man, The.....	A2 UA
Curse of the Undead.....	U-I

## D

Daddy-O.....	B A-I
Damn Yankees.....	A3 WB
Dangerous Exile.....	A1 For.
Darby O'Gill and the Little People.....	A1 Misc.
Date With Death, A.....	Misc.
Day of the Outlaw.....	A3 UA
Deadly Decision.....	For.
Decks Ran Red, The.....	A3 MGM
Defiant Ones, The.....	A3 UA
Devil's Disciple, The.....	UA.
Diary of Anne Frank.....	A1 Fox
Diary of a High School Bride.....	AI
Doctor's Dilemma, The.....	A3 MGM
Don't Give Up The Ship.....	A3 Par.
Dragstrip Girl.....	AI
Dragstrip Riot.....	B AI
Dreaming Lips.....	For.
Dunkirk.....	A1 MGM

## E

Eighth Day of the Week, The.....	B For.
Elephant Gun.....	For.
Embezzled Heaven.....	A1 For.
Enchanted Island.....	A2 WB
Escort West.....	A1 UA

## F

Face of Fire.....	A1 AA
Face of a Fugitive.....	A2 Col.
FBI Story, The.....	WB
Fearmakers, The.....	A2 UA
Fiend Who Walked the West, The.....	B Fox

TEENAGE CAVE MAN—MD-65m.—Robert Vaughn, Leslie Bradley—4541 (12-10-58)—For the lower half  
TERROR FROM THE YEAR 5,000—MD-74m.—Ward Costello, Joyce Holden—4541 (12-10-58)—Lower half horror thriller  
WAR OF THE COLOSSAL BEAST—MD-68m.—Sally Fraser, Dean Parkin—4501 (8-20-58)—Fair exploitation programmer

## TO BE REVIEWED

BETHSHEBA AND THE GLADIATOR—(CS; C)—Anita Ekberg, Georges Marchall  
DADDY-O—Dick Contino, Sandra Giles  
DIARY OF A HIGH SCHOOL BRIDE—Anita Leigh  
DRAGSTRIP GIRL—Fay Spain  
GHOST IN THE HOUSE—Hot Rod Gang  
GHOST OF DRAGSTRIP HOLLOW—Jody Fair, Russ Bender  
HEADLESS GHOST, THE—(CS)—Richard Lyon, Lilliane Sottane  
JAILBREAKERS, THE—Robert Hutton, Mary Castle  
REFORM SCHOOL GIRL—Edd "Kookie" Byrnes  
ROAD RACERS—Joel Laurence, Sally Fraser

## COLUMBIA

## DISTRIBUTED DURING THE PAST 12 MONTHS

- 314 ANATOMY OF A MURDER—D-160m.—James Stewart, Lee Remick—4601 (7-1-59)—Superior entertainment  
APACHE TERRITORY—W-75m.—(EC)—Rory Calhoun, Barbara Bates—4513 (9-17-58)—Okay action programmer  
BANDIT OF ZHOBE, THE—MD-80m.—(CS; TC)—Victor Mature, Anne Aubrey—4565 (3-11-59)—Familiar desert action programmer  
319 BELL, BOOK, AND CANDLE—C-103m.—(TC)—James Stewart, Kim Novak—4526 (10-29-58)—Cute comedy has lots to offer  
309 BUCHANAN RIDES ALONE—W-78m.—(C)—Randolph Scott, Craig Stevens—4505 (9-3-58)—Good western for the program  
CAINE MUTINY, THE—D-125m.—Humphrey Bogart, May Wynn—4573 (4-8-59)—For the bigger money—Reissue  
328 CITY OF FEAR—MD-81m.—Vince Edwards, Patricia Blair—4549 (1-14-59)—Interesting programmer  
FACE OF A FUGITIVE—W-81m.—(EC)—Fred MacMurray, Dorothy Green—4581 (5-6-59)—Good western for program  
330 FORBIDDEN ISLAND—MD-66m.—(C)—Jon Hall, Nan Adams—4557 (2-11-59)—Undersea yarn for lower half  
313 GHOST OF THE CHINA SEA—MD-79m.—David Brian, Lynn Bari—4505 (9-3-58)—Strictly lower half fare  
327 GIDEON OF SCOTLAND YARD—MD-91m.—Jack Hawkins, Anna Lee—4553 (1-28-59)—Satisfactory detective story for the program—England  
GIDGET—C-95m.—(CS; EC)—Sandra Dee, James Darren—4569 (3-25-59)—Entertaining, fun-filled entry  
GILDA—D-110m.—Rita Hayworth, Glenn Ford—4577 (4-22-59)—Well-made drama with music should get the business—Re.  
323 GOOD DAY FOR A HANGING—W-85m.—(EC)—Fred MacMurray, Maggie Hayes—4545 (12-24-58)—Average western  
331 GUNMEN FROM LAREDO—W-67m.—(C)—Robert Knapp, Jana Davi—4561 (2-25-59)—Mediocre western for the program  
H-MAN, THE—MD-79m.—(CS; EC)—Japanese cast—4593 (6-3-59)—Good horror entry—Dubbed in English—Japanese made  
HEY BOY! HEY GIRL!—MU-81m.—Louis Prima, Keely Smith—4577 (4-22-59)—Enjoyable romp for pop music fans  
IT HAPPENED TO JANE—C-98m.—(EC)—Doris Day, Jack Lemmon—4577 (4-22-59)—Highly entertaining comedy  
334 JUKE BOX RHYTHM—MU-81m.—Jo Morrow, Jack Jones—4569 (3-25-59)—Pop music bonanza for the younger set  
316 KILL HER GENTLY—MD-73m.—Griffith Jones, Maureen Connell—4517 (10-1-58)—Program filler—England  
325 LAST BLITZKRIEG, THE—MD-84m.—Van Johnson, Kerwin Mathews—4545 (12-24-58)—Interesting war film  
316 LAST HURRAH, THE—CD-121m.—Spencer Tracy, Dianne Foster—4521 (10-15-58)—High rating entertainment  
LEGEND OF TOM DOOLEY—MD-79m.—Michael Landon, Jo Morrow—4601 (7-1-59)—Program meller based on popular folk song  
321 MAN INSIDE, THE—MD-89m.—Jack Palance, Anita Ekberg—4529 (11-12-58)—Okay adventure yarn  
MAN IN THE SADDLE—W-87m.—Randolph Scott, Joan Leslie—4581 (5-6-59)—Outdoor show has names to help—Reissue  
310 ME AND THE COLONEL—CD-109m.—Danny Kaye, Nicole Maurey—4506 (9-3-58)—Highly entertaining entry  
MIDDLE OF THE NIGHT—D-116m.—Kim Novak, Fredric March—4585 (5-20-59)—Absorbing drama has top names  
322 MURDER BY CONTRACT—D-81m.—Vince Edwards—4542 (12-10-58)—Well done crime story  
317 MURDER REPORTED—MD-58m.—Paul Carpenter, Melissa Stribling—4526 (10-29-58)—Lower half filler—England  
ON THE WATERFRONT—MD-108m.—Marlon Brando, Eva Marie Saint—4573 (4-8-59)—Rugged meller rates with the best—Reissue  
PORGY AND BESS—OPERA-146m.—(Todd-AO; TC)—Sidney Poitier, Dorothy Dandridge—4602 (7-1-59)—Superior entertainment—Goldwyn  
326 RIDE LONESOME—W-73m.—(CS; C)—Randolph Scott, Karen Steele—4557 (2-11-59)—Good western  
SANTA FE—W-88m.—Randolph Scott, Janis Carter—4581 (5-6-59)—Good outdoor show—Reissue  
324 SENIOR PROM—MU-82m.—Jill Corey, Paul Hampton—4546 (12-24-58)—Excellent, tune-filled entry should have wide appeal  
320 SEVENTH VOYAGE OF SINBAD, THE—FAN-89m.—(TC; DY)—Kervin Mathews, Kathryn Grant—4534 (11-26-58)—High rating fantasy of Arabian Nights type  
307 TANK FORCE—MD-86m.—(CS; TC)—Victor Mature, Luciana Paluzzi—4506 (9-3-58)—African War action for the program—England  
318 TARAWA BEACHHEAD—MD-77m.—Kervin Mathews, Julie Adams—4529 (11-12-58)—Satisfactory programmer of Marines in action  
329 TWO-HEADED SPY, THE—MD-93m.—Jack Hawkins, Gia Scala—4546 (12-24-58)—Good programmer—England  
VERBOTEN—MD-87m.—James Best, Susan Cummings—4571 (3-25-59)—Interesting program entry  
WOMAN EATER, THE—MD-70m.—George Coulouris, Vera Day—4597 (6-17-59)—Mediocre horror entry for program—England  
311 WHOLE TRUTH, THE—MD-84m.—Stewart Granger, Donna Reed—4506 (9-3-58)—Average whodunit for the program—England  
YOUNG LAND, THE—W-89m.—(T)—Pat Wayne, Yvonne Craig—4577 (4-22-59)—New faces spark western

## COMING FEATURES IN ORDER OF RELEASE

Aug. 30 FT. BRIDE OF CANDY ROCK, THE—Lou Costello, Dorothy Provine  
Aug. HAVE ROCKET, WILL TRAVEL—Three Stooges, Anna-Lisa

## COMING

BATTLE OF THE CORAL SEA—Cliff Robertson, Gia Scala  
COMANCHE STATION—(CS; C)—Randolph Scott, Nancy Gates  
CRIMSON KIMONO, THE—Victoria Shaw, James Shigeta  
FLYING FONTAINES, THE—(C)—Michael Callan, Ely Norlund  
IDOL ON PARADE—William Bendix, Anne Aubrey—England  
KILLERS OF THE KILIMANJARO—(CS; EC)—Robert Taylor, Anne Aubrey  
LAST ANGRY MAN, THE—Paul Muni, Betsy Palmer  
MAGIC FLAME, A—(CS; C)—Dirk Bogarde, Genevieve Page  
MAN ON A STRING—Ernest Borgnine, Coleen Dewhurst  
MOUNTAIN ROAD, THE—James Stewart, Lisa Lu  
MOUSE THAT ROARED, THE—Jean Seberg, Peter Sellers—England  
ONCE MORE WITH FEELING—(TC)—Yul Brynner, Kay Kendall  
OUR MAN IN HAVANA—(CS)—Alec Guinness, Maureen O'Hara  
RIM OF THE CANYON—(CS; C)—Cornel Wilde, Victoria Shaw  
SUDDENLY LAST SUMMER—Elizabeth Taylor, Montgomery Clift  
THEY CAME TO CORDURA—(CS; C)—Gary Cooper, Rita Hayworth, Van Heflin  
THOUSAND AND ONE ARABIAN NIGHTS—(TC)—UPA Cartoon feature  
TINGLER, THE—Vincent Price, Judith Evelyn  
YESTERDAY'S ENEMY—Stanley Baker—England

## MGM

## DISTRIBUTED DURING THE PAST 12 MONTHS

- 916 ASK ANY GIRL—98m.—(CS; MC)—David Niven, Shirley MacLaine, Gig Young—4585 (5-20-59)—Highly amusing comedy  
832 ANDY HARDY COMES HOME—CD-78m.—Mickey Rooney, Patricia Breslin—4498 (8-6-58)—Welcome return of popular family series  
921 ANGRY HILLS, THE—MD-105m.—(CS)—Robert Mitchum, Elisabeth Mueller—4594 (6-3-59)—Program meller of Greek resistance movement during World War II  
828 BADLANDERS, THE—W-83m.—(CS; MC)—Alan Ladd, Katy Jurado—4493 (7-23-58)—Very good western  
923 BEAT GENERATION, THE—MD-95m.—(CS)—Steve Cochran, Mamie Van Doren—4602 (7-1-59)—Offbeat cops and robbers tale  
901 CAT ON A HOT TIN ROOF—D-108m.—(MC)—Elizabeth Taylor, Paul Newman—4506 (9-3-58)—Well-made filmization of play  
919 COUNT YOUR BLESSINGS—CD-102m.—(CS; MC)—Deborah Kerr, Rossano Brazzi—4573 (4-8-59)—Entertaining  
903 DECKS RAN RED, THE—D-83m.—James Mason, Dorothy Dandridge—4517 (10-1-58)—Well-made, suspense shocker  
909 DOCTOR'S DILEMMA, THE—98m.—(EC)—Leslie Caron, Dirk Bogarde—4546 (12-24-58)—Good for the art spots—England  
902 DUNKIRK—D-113m.—John Mills, Robert Urquhart—4506 (9-3-58)—Well-made war film—England  
915 FIRST MAN INTO SPACE—MD-77m.—Marshall Thompson, Maria Landi—4557 (2-11-59)—Okay science fiction for the program  
914 GREEN MANSIONS—D-101m.—(CS; MC)—Audrey Hepburn, Anthony Perkins—4569 (3-25-59)—Moderately entertaining  
910 JOURNEY, THE—D-125m.—(TC)—Deborah Kerr, Yul Brynner—4557 (2-11-59)—Exciting entertainment  
912 MATING GAME, THE—C-96m.—(CS; MC)—Debbie Reynolds, Tony Randall—4561 (2-25-59)—Highly amusing comedy  
920 MYSTERIANS, THE—MD-85m.—(CS; EC)—Japanese cast—4585 (5-20-59)—Good Japanese science fiction thriller—Made in Japan  
911 NIGHT OF THE QUARTER MOON—D-96m.—(CS)—Julie London, John Drew Barrymore—4558 (2-11-59)—Off-beat, interesting drama  
922 NORTH BY NORTHWEST—D-137m.—(VV; TC)—Cary Grant, Eva Marie Saint—4602 (7-1-59)—High rating, entertaining Hitchcock entry

## MOTION PICTURE EXHIBITOR



- 913 **NOWHERE TO GO**—MD-89m.—George Nader—4565 (3-11-59)—For the lower half—England  
 905 **PARTY GIRL**—MD-99m.—(CS; MC)—Robert Taylor, Cyd Charisse—4526 (10-29-58)—Plush gangster meller is action-packed  
 829 **RELUCTANT DEBUTANTE, THE**—C-94m.—(CS; MC)—Rex Harrison, Kay Kendall—4498 (8-6-58)—Entertaining, light-weight comedy  
 908 **SOME CAME RUNNING**—D-136m.—(CS; MC)—Frank Sinatra, Dean Martin—4546 (12-24-58)—Highly interesting and should draw  
 904 **TORPEDO RUN**—MD-98m.—(CS; MC)—Glenn Ford, Diane Brewster—4526 (10-29-58)—Good submarine entry  
 907 **TOM THUMB**—FAN-98m.—(TC)—Russ Tamblyn, June Thorburn—4534 (11-26-58)—High rating entertainment, especially for youngsters—England  
 906 **TUNNEL OF LOVE, THE**—C-98m.—(CS)—Doris Day, Richard Widmark—4521 (10-15-58)—Highly entertaining comedy for adults  
 918 **WATUSI**—MD-85m.—(TC)—George Montgomery, Taina Elg—4578 (4-22-59)—Okay programmer  
 917 **WORLD, THE FLESH AND THE DEVIL, THE**—D-95m.—(CS)—Harry Belafonte, Inger Stevens—4573 (4-8-59)—Unusual highly interesting drama

**COMING FEATURES IN ORDER OF RELEASE**

- Aug. **FOR THE FIRST TIME**—(TC)—Marlo Lanza, Zsa Zsa Gabor  
 Aug. **SCAPEGOAT, THE**—Alec Guinness, Bette Davis  
 Sept. **TARZAN, THE APE MAN**—(C)—Denny Miller  
 Sept. **BIG OPERATOR, THE**—Mickey Rooney, Mamie Van Doren

**COMING**

- BEN HUR**—(Camera 65 MC)—Charlton Heston, Jack Hawkins  
**GIRLS' TOWN**—Mamie Van Doren, Mel Tormé  
**HOME FROM THE HILL**—(CS; MC)—Robert Mitchum, Eleanor Parker  
**HOUSE OF THE SEVEN HAWKS, THE**—(CS; MC)—Robert Taylor, Nicole Maurey  
**IT STARTED WITH A KISS**—(CS; MC)—Glenn Ford, Debbie Reynolds  
**LAST VOYAGE, THE**—(MC)—Robert Stack, Dorothy Malone  
**LABEL**—Dirk Bogarde, Olivia DeHavilland—England  
**NEVER SO FEW**—(CS; MC)—Frank Sinatra, Gina Lollobrigida  
**TIME MACHINE, THE**—(EC)—Rod Taylor, Yvette Mimieux  
**WRECK OF THE MARY DEARE, THE**—(CS; C)—Gary Cooper, Charlton Heston

**PARAMOUNT**

**DISTRIBUTED DURING THE PAST 12 MONTHS**

- 5804 **AS YOUNG AS WE ARE**—D-76m.—Robert Harland, Pippa Scott—4513 (9-17-58)—Satisfactory drama with teen appeal  
 5813 **BLACK ORCHID, THE**—D-96m.—Sophia Loren, Anthony Quinn—4553 (1-28-59)—Fine, entertaining drama  
 5801 **BLOB, THE**—MD-85m.—(DC)—Steven McQueen, Aneta Corsaut—4513 (9-17-58)—Okay science fiction programmer  
 5809 **BUCCANEER, THE**—D-121m.—(VV; TC)—Yul Brynner, Claire Bloom—4546 (12-24-58)—Well-made spectacle has names to help  
 5820 **DON'T GIVE UP THE SHIP**—C-89m.—Jerry Lewis, Dina Merrill—4594 (6-3-59)—Amusing Lewis entry  
 5823 **FIVE PENNIES, THE**—MUCD-117m.—(TC; VV)—Danny Kaye, Barbara Bel Geddes—4581 (5-6-59)—Solid entertainment  
 5808 **GEISHA BOY, THE**—C-98m.—(TC)—Jerry Lewis, Marie McDonald—4534 (11-26-58)—Moderately amusing Jerry Lewis entry  
 5818 **HANGMAN, THE**—W-86m.—Robert Taylor, Tina Louise—4578 (4-22-59)—Western has angles  
 5806 **HOUSEBOAT**—CD-112m.—(VV; TC)—Cary Grant, Sophia Loren—4514 (9-17-58)—Highly entertaining entry  
 5807 **HOT ANGEL, THE**—MD-73m.—Jackie Loughery, Edward Kemmer—4542 (12-10-58)—Actionful programmer  
 5802 **I MARRIED A MONSTER FROM OUTER SPACE**—MD-78m.—Tom Tryon, Gloria Talbott—4522 (10-15-58)—Okay science fiction entry  
 5821 **LAST TRAIN FROM GUN HILL, THE**—W-94m.—(T; VV)—Kirk Douglas, Carolyn Jones—4578 (4-22-59)—Suspenseful, big scale western  
**MAN WHO COULD CHEAT DEATH, THE**—MD-83m.—(TC)—Anton Diffring, Hazel Court—4602 (7-1-59)—Better than average horror meller—England  
 5736 **MATCHMAKER, THE**—CD-100m.—(VV)—Shirley Booth, Anthony Perkins—4498 (8-6-58)—Humorous entry for discriminating audiences  
 5803 **PARTY CRASHERS, THE**—MD-78m.—Mark Damon, Connie Stevens—4514 (9-17-58)—Teen-age programmer  
 R5815 **PLACE IN THE SUN, A**—D-122m.—Montgomery Clift, Elizabeth Taylor—4562 (2-25-59)—High rating new version of Theodore Dreiser's "An American Tragedy"—Reissue  
 R5819 **SHANE**—W-117m.—(TC)—Alan Ladd, Jean Arthur—4574 (4-8-59)—Powerful outdoor show—Reissue  
 R5816 **STALAG 17**—CD-120m.—William Holden, Don Taylor—4562 (2-25-59)—Comedy drama of prison war camp is headed for better grosses—Reissue  
**TARZAN'S GREATEST ADVENTURE**—MD-88m.—(EC)—Gordon Scott, Sara Shane—4597 (6-17-59)—Good series entry should please  
 5814 **TEMPEST**—MD-125m.—(TE; TC)—Silvana Magano, Van Heflin—4553 (1-28-59)—Exciting spectacle  
 5817 **THUNDER IN THE SUN**—W-81m.—(EC)—Susan Hayward, Jeff Chandler—4574 (4-8-59)—Off-beat entry has angles  
 5810 **TOKYO AFTER DARK**—D-80m.—Michi Kobi, Richard Long—4547 (12-24-58)—Fair programmer  
 5811 **TRAP, THE**—MD-84m.—(TC)—Richard Widmark, Tina Louise—4554 (1-28-59)—Interesting, name-packed action drama  
 5805 **WHEN HELL BROKE LOOSE**—D-78m.—Charles Bronson, Violet Rensing—4526 (10-29-58)—Interesting, effective programmer  
 5812 **YOUNG CAPTIVES, THE**—MD-61m.—Steven Marlo, Luana Patten—4558 (2-11-59)—Excellent programmer

**COMING**

- BUT NOT FOR ME**—(VV)—Clark Gable, Carroll Baker  
**CAREER**—Dean Martin, Shirley MacLaine  
**HELLER WITH A GUN**—(TC)—Sophia Loren, Anthony Quinn  
**JAYHAWKERS, THE**—(VV; TC)—Jeff Chandler, Nicole Maurey  
**LI'L ABNER**—(TC)—Peter Palmer, Leslie Parrish  
**OLYMPIA**—Sophia Loren, John Gavin  
**ONE-EYED JACKS**—(VV; TC)—Marlon Brando, Katy Jurado  
**SAVAGE INNOCENTS**—(TE)—Anthony Quinn, Yoko Tani  
**THAT KIND OF WOMAN**—Sophia Loren, Tab Hunter  
**TOUCH OF LARCENY**—James Mason, Vera Miles—England  
**VISIT TO A SMALL PLANET, A**—Jerry Lewis, Joan Blackman

**20TH CENTURY FOX**

**DISTRIBUTED DURING THE PAST 12 MONTHS**

- 908 **ALASKA PASSAGE**—MD-72m.—(CS)—Bill Williams, Nora Hayden—4558 (2-11-59)—Adult programmer  
 835 **BARBARIAN AND THE GEISHA, THE**—D-105m.—(CS; DC)—John Wayne, Eiko Ando—4517 (10-1-58)—Interesting, lavish historical saga  
 830 **CERTAIN SMILE, A**—D-106m.—(CS; DC)—Rossano Brazzi, Joan Fontaine—4498 (8-6-58)—Interesting, colorful tale of a young girl in love  
 915 **COMPULSION**—D-103m.—(CS)—Orson Welles, Diane Varsi—4558 (2-11-59)—Absorbing, well-made dramatic entertainment  
**DIARY OF ANNE FRANK, THE**—D-170m.—(CS)—Millie Perkins, Joseph Schildkraut—4569 (3-25-59)—High rating dramatic entry  
 831 **FIEND WHO WALKED THE WEST, THE**—W-100m.—(CS)—Hugh O'Brian, Robert Evans, Dolores Michaels—4506 (9-3-58)—Suspenseful, brutal western  
 821 **FLY, THE**—D-90m.—(CS; DC)—Al Hedison, Patricia Owens—4494 (7-23-58)—Excellent horror entry can be exploited  
 843 **FRONTIER GUN**—W-70m.—(RS)—John Agar, Joyce Meadows—4530 (11-12-58)—Lower half western  
 832 **HARRY BLACK AND THE TIGER**—MD-107m.—(CS; DC)—Stewart Granger, Barbara Rush—4514 (9-17-58)—Interesting adventure yarn  
 920 **HERE COME THE JETS**—MD-71m.—Steve Brodie, Lyn Thomas—4594 (6-3-59)—Okay programmer  
 905 **I MOBSTER**—MD-80m.—(CS)—Steve Cochran, Lita Milan—4549 (1-14-59)—Good gangster tale for the program  
 837 **IN LOVE AND WAR**—D-111m.—(CS; DC)—Robert Wagner, Dana Wynter—4527 (10-29-58)—Well-made entry has good potential  
 901 **INN OF THE SIXTH HAPPINESS, THE**—D-153m.—(CS; DC)—Ingrid Bergman, Curt Jurgens—4535 (11-26-58)—Superior entertainment  
 907 **INTENT TO KILL**—D-89m.—(CS)—Richard Todd, Betsy Drake—4542 (12-10-58)—Good programmer  
 833 **HUNTERS, THE**—MD-108m.—(CS; DC)—Robert Mitchum, May Britt—4502 (8-20-58)—Interesting yarn of Air Force in action  
 913 **LITTLE SAVAGE**—MD-69m.—Pedro Armendariz, Terry Rangno—4570 (3-25-59)—Lower half filler  
 911 **LONE TEXAN**—W-76m.—(RS)—Willard Parker, Audrey Dalton—4554 (1-28-59)—Okay western  
 864 **MARK OF ZORRO, THE**—MD-93m.—(RE)—Tyrone Power, Linda Darnell—4530 (11-12-58)—"Zorro" popularity plus name should see it through  
 839 **MARDI GRAS**—MU-107m.—(CS; DC)—Pat Boone, Christine Carere—4535 (11-26-58)—Enjoyable entertainment  
 841 **NICE LITTLE BANK THAT SHOULD BE ROBBED, A**—C-87m.—(CS)—Tom Ewell, Dina Merrill—4547 (12-24-58)—Fair comedy  
 904 **RALLY 'ROUND THE FLAG BOYS**—C-106m.—(CS; DC)—Paul Newman, Joanne Woodward—4549 (1-14-59)—Cute, highly amusing comedy

- Fire Under Her Skin**..... For.  
**First Man Into Space**..... A2 MGM  
**Five Pennies, The**..... A1 Par.  
**Floods of Fear**..... U-I  
**Fly, The**..... A2 Fox  
**Flying Fontaines, The**..... Col.  
**Forbidden Island**..... B Col.  
**Forbidden Paradise**..... For.  
**For the First Time**..... A1 MGM  
**Forbidden Fruit**..... B For.  
**Four Skulls of Jonathan Drake, The**..... A3 UA  
**Foxiest Girl in Paris**..... For.  
**Frankenstein—1970**..... A3 AA  
**Frankenstein's Daughter**..... B Miso.  
**From the Earth to the Moon**..... A1 WB  
**Frontier Gun**..... A2 Fox

**G**

- **Gallant Hours, The**..... UA  
**Geisha Boy, The**..... A2 Par.  
**Ghost in the House**..... AA  
**Ghost of the China Sea**..... A1 Col.  
**Ghost of Drag Strip Hollow**..... A1  
**Giant Behemoth, The**..... A2 AA  
**Gidget**..... A3 Col.  
**Gideon of Scotland Yard**..... A1 Col.  
**Gigantis, The Fire Monster**..... A2 WB  
**Gilda—RE**..... B Col.  
**Girl In The Bikini, The**..... B For.  
**Girl With An Itch**..... Miso.  
**Girls Are Willing, The**..... For.  
**Girls, Inc.**..... Misc.  
**Girls, Guns and Gangsters**..... UA  
**Girls of the Night**..... For.  
**Girls' Town**..... MGM  
**Go, Johnny, Go**..... Misc.  
**Good Day for a Hanging**..... A1 Col.  
**Grand Maneuver, The**..... B For.  
**Great St. Louis Bank Robbery, The**..... B UA  
**Green Mansions**..... A1 MGM  
**Gri Gri**..... For.  
**Guitars Of Love**..... For.  
**Gun Fight At Dodge City**..... A2 UA  
**Gun Runners, The**..... A3 UA  
**Guns of the Timberland**..... WB  
**Gunfighters of Abilene**..... UA  
**Gunmen From Laredo**..... A2 Col.  
**Guns, Girls and Gangsters**..... B UA  
**Gunsmoke In Tucson**..... A2 AA  
**Gypsy and the Gentleman, The**..... For.

**H**

- H-Man, The**..... B Col.  
**Hanging Tree, The**..... A2 WB  
**Hangman, The**..... A2 Par.  
**Happy Anniversary**..... UA  
**Happy Is The Bride**..... For.  
**Harry Black and the Tiger**..... A3 Fox  
**Have Rocket, Will Travel**..... Col.  
**He Who Must Die**..... A3 For.  
**Headless Ghost, The**..... B AI  
**Helen of Troy—RE**..... A2 WB  
**Hell Squad**..... A2 AI  
**Heller With A Gun**..... Par.  
**Hercules**..... A1 WB  
**Here Come The Jets**..... A2 Fox  
**Heroes and Sinners**..... C For.  
**Hey Boy, Hey Girl**..... A1 Col.  
**High School Hellcats**..... A3 AI  
**Hole In The Head, A**..... A2 UA  
**Holiday for Lovers**..... Fox  
**Home Before Dark**..... B WB  
**Home From The Hill**..... MGM  
**Hong Kong Affair**..... A1 AA  
**Hong Kong Confidential**..... A1 UA  
**Horrors of the Black Museum**..... B AI  
**Horse Soldiers, The**..... A1 UA  
**Horse's Mouth, The**..... A3 UA  
**Hot Angel, The**..... A2 Par.  
**Hot Car Girl**..... B AA  
**Hot Rod Gang**..... B AI  
**Hound of the Baskervilles**..... A2 UA  
**House of the Seven Hawks, The**..... MGM  
**Houseboat**..... A2 Par.  
**House on Haunted Hill, The**..... A2 AA  
**How to Make a Monster**..... A2 AI  
**Hunters, The**..... A2 Fox

**I**

- I Married a Monster from Outer Space**..... A2 Par.  
**I, Mobster**..... B Fox  
**I Was Monty's Double**..... A1 For.  
**I Want to Live**..... A3 UA  
**Idle On Parade**..... Col.  
**I'll Give My Life**..... Miso  
**Imitation Of Life**..... A3 U-I  
**In Between Age, The**..... A1 AA  
**In Love and War**..... A3 Fox  
**Inn of the Sixth Happiness, The**..... A1 Fox  
**Inspector Malgret**..... A3 For.  
**Intent to Kill**..... B Fox  
**Invisible Invaders, The**..... A1 UA  
**Island of Lost Women**..... A1 WB  
**Isle of Levant, The**..... Misc.  
**It Happened to Jane**..... A1 Col.  
**It Started With A Kiss**..... MGM  
**It, the Terror from Beyond Space**..... A1 UA



**J**

• Jailbreakers, The..... A1 Par.  
 • Jayhawkers, The..... A1 WB  
 John Paul Jones..... A1 U-I  
 Johnny Dark—RE..... A1 AA  
 Johnny Rocco..... A3 For.  
 Jonas..... A3 For.  
 Journey, The..... A3 MGM  
 Joy Ride..... A2 AA  
 Juke Box Rhythm..... A1 Col.

**K**

Kill Her Gently..... A2 Col.  
 • Killers of Kilimanjaro..... Col.  
 • King of the Wild Stallions, The... A1 AA

**L**

La Parisienne..... B UA  
 Land of the Pharaohs—Re..... B WB  
 • Last Angry Man, The..... Col.  
 Last Biltzkreig..... A2 Col.  
 Last Hurrah, The..... A2 Col.  
 Last Mile, The..... B UA  
 Last Train From Gun Hill..... A2 Par.  
 • Last Voyage, The..... MGM  
 Law and Disorder..... For.  
 Law Is The Law, The..... A2 For.  
 • Leech, The..... U-I  
 Legend of Tom Dooley, The..... A2 Col.  
 Legion of the Doomed..... A2 AA  
 Llano, Jungle Goddess..... C For.  
 • Libel..... MGM  
 Light Touch, The..... A1 U-I  
 • Li'l Abner..... Par.  
 • Little Rascals Varieties..... AA  
 Little Savage..... A1 Fox  
 Littlest Hobo..... A1 AA  
 Lone Texan..... A2 Fox  
 Lonely Hearts..... A3 UA  
 Lonely Sex, The..... Misc.  
 • Look Back In Anger..... Misc.  
 Lost, Lonely and Vicious..... A1 UA  
 Lost Missile, The..... C For.  
 Love Is My Profession..... C For.  
 Love Story, A..... For.  
 Lovers and Thieves..... C For.  
 Lovers of Paris..... For.  
 Lucky Tim..... For.

**M**

Maohete..... A3 UA  
 Mad Little Island..... For.  
 • Magic Flame, A..... Col.  
 • Man On A String..... Col.  
 • Man Who Understood Women, The..... Fox  
 Man in the Net..... A2 UA  
 Man in the Saddle—RE..... A2 Col.  
 Man Inside, The..... A3 Col.  
 Man in the Raincoat..... A2 For.  
 Man of the West..... B UA  
 Man Who Could Cheat Death, The..... A3 Par.  
 Man Without a Star—RE..... B U-I  
 Mardi Gras..... A2 Fox  
 Mark of Zorro, The—RE..... A2 Fox  
 Matchmaker, The..... A1 Par.  
 Mating Game, The..... A3 MGM  
 Me and the Colonel..... A3 Col.  
 Menace in the Night..... A1 UA  
 Middle of the Night..... B Col.  
 Milkmaid, The..... For.  
 • Miracle, The..... WB  
 Miracle of St. Theresa..... A1 For.  
 • Miracle of the Hills, The..... Fox  
 Mirror Has Two Faces, The..... A3 For.  
 Missile to the Moon..... B Misc.  
 Mississippi Gambler, The—RE..... B U-I  
 Mistress, The..... A3 For.  
 Money, Women and Guns..... A1 UI  
 Monster on the Campus..... A3 UI  
 Monpti..... For.  
 Most Wonderful Moment, The..... For.  
 • Mountain Road, The..... Col.  
 • Mouse That Roared, The..... Col.  
 Mucker, The..... A3 UA  
 Mummy, The..... U-I  
 Murder By Contract..... A3 Col.  
 Murder Reported..... A2 Col.  
 Mustang..... A1 UA  
 My Name Is Toxie..... For.  
 My Uncle..... A1 For.  
 My World Dies Screaming..... Miso  
 Mysterians, The..... A1 MGM

**N**

Naked Maja, The..... A3 UA  
 • Never So Few..... MGM  
 Never Steal Anything Small..... A3 UI  
 Nice Little Bank That Should Be Robbed, A..... Fox  
 Night Heaven Fell, The..... C For.  
 Night of the Blood Beast..... B AI  
 Night of the Quarter Moon..... B MGM  
 Night to Remember, A..... A1 For.  
 Nine Lives..... A1 For.  
 No Name on the Bullet..... A3 UI  
 No Place To Land..... Miso.  
 North by Northwest..... MGM  
 Nowhere To Go..... A2 MGM  
 Nun's Story, The..... A2 WB

**O**

• Odds Against Tomorrow..... UA  
 Of Love and Lust..... B For.  
 • Olympia..... Par.  
 • On the Beach..... UA  
 On the Waterfront—Re..... A2 Col.  
 • Once More With Feeling..... Col.  
 Once Upon a Horse..... A2 UI

909 **REMARKABLE MR. PENNYPACKER, THE**—88m.—(CS; DC)—Clifton Webb, Dorothy McGuire—4554 (1-28-59)—Enter taining, impudent comedy  
 842 **ROOTS OF HEAVEN, THE**—MD-124m.—(CS; DC)—Errol Flynn, Juliette Greco, Trevor Howard—4527 (10-29-58)—Off-beat entry merits attention  
 820 **RX MURDER**—85m.—(CS)—Rick Jason, Lisa Gastoni—4494 (7-23-58)—For the lower half—England  
 912 **SAD HORSE, THE**—D-78m.—(CS; DC)—David Ladd, Patrice Wyrmore—4570 (3-25-59)—Good programmer  
 918 **SAY ONE FOR ME**—MU-119m.—(CS; DC)—Bing Crosby, Debbie Reynolds—4597 (6-17-59)—Highly entertaining, name-packed fun-fest  
 902 **SHERIFF OF FRACTURED JAW**—C-103m.—CCS; DC)—Kenneth More, Jayne Mansfield—4535 (11-26-58)—Amusing comedy—England  
 903 **SMILEY GETS A GUN**—MD-89m.—(CS; DC)—Keth Calvert, Chips Rafferty—4554 (1-28-59)—Pleasant programmer for juvenile and family trade—Australia  
 910 **SOUND AND THE FURY, THE**—D-115m.—(CS; DC)—Yul Brynner, Joanne Woodward—4566 (3-11-59)—Interesting entertainment  
 922 **SOUTH PACIFIC**—MU-151m.—(CS; DC)—Rossano Braggi, Mitzi Gaynor—4597 (6-17-59)—Entertaining hit  
 822 **SPACE MASTER X-7**—MD-70m.—(RS)—Bill Williams, Lyn Thomas—4494 (7-23-58)—Satisfactory science fiction programmer  
 870 **STREETCAR NAMED DESIRE, A**—MD-122m.—(RE)—Vivien Leigh, Marlon Brando—4518 (10-1-58)—Vivid picturization of stage play is packed with selling angles  
 906 **THESE THOUSAND HILLS**—W-96m.—(CS; DC)—Don Murray, Lee Remick—4554 (1-28-59)—Good western  
 834 **VILLA**—MD-72m.—(CS; DC)—Rodolfo Hoyos, Brian Keith, Margia Dean—4514 (9-17-58)—Action yarn for the program  
 914 **WARLOCK**—W-121m.—(CS; DC)—Richard Widmark, Dorothy Malone—4574 (4-8-59)—Excellent name-packed entertainment  
 826 **WOLF DOG**—MD-61m.—(RS)—Jim Davis, Allison Hayes—4498 (8-6-58)—Lower half filler  
 917 **WOMAN OBSESSED**—D-103m.—(CS; DC)—Susan Hayward, Stephen Boyd—4594 (6-3-59)—Interesting drama with most appeal for women

## COMING FEATURES IN ORDER OF RELEASE

June **MAN WHO UNDERSTOOD WOMEN, THE**—(CS; DC)—Leslie Caron, Henry Fonda  
 July **HOLIDAY FOR LOVERS**—(CS; DC)—Clifton Webb, Jane Wyman

## COMING

**ALLIGATOR PEOPLE, THE**—Lon Chaney, Beverly Garland  
**BEST OF EVERYTHING, THE**—(CS; DC)—Joan Crawford, Stephen Boyd, James Mason, Hope Lange  
**BLUE ANGEL, THE**—(CS; DC)—Curt Jurgens, May Britt  
**BLUE DENIM**—(CS)—Carol Lynley, Brandon De Wilde  
**MIRACLE OF THE HILLS, THE**—Rex Reason, Nan Leslie  
**OREGON TRAIL**—(CS; DC)—Fred MacMurray, Nina Shipman  
**PRIVATE'S AFFAIR, A**—(CS; DC)—Sal Mineo, Christine Carere  
**RETURN OF THE FLY, THE**—Vincent Price, Danielle DeMetz

## UNITED ARTISTS

## DISTRIBUTED DURING THE PAST 12 MONTHS

**ALIAS JESSE JAMES**—C-92m.—(DC)—Bob Hope, Rhonda Fleming—4570 (3-25-59)—Amusing Hope entry—Hope  
**ANNA LUCASTA**—D-97m.—Eartha Kitt, Sammy Davis, Jr.—4535 (11-26-58)—Filmization of stage play needs special attention—Longridge  
**BIG COUNTRY, THE**—W-165m.—(TE; TC)—Gregory Peck, Jean Simmons—4502 (8-20-58)—Super western is big in all departments  
**CHINA DOLL**—D-88m.—Victor Mature, Li Li Hua—4499 (8-6-58)—Interesting love story against war background—Batjao  
**COP HATER**—MD-75m.—Robert Loggia, Ellen Parker—4503 (8-20-58)—Good crime meller for program  
**CURSE OF THE FACELESS MAN**—MD-66m.—Richard Anderson, Elaine Edwards—4507 (9-3-58)—Horror item for lower half—Vogue  
**DAY OF THE OUTLAW**—W-90m.—Robert Ryan, Burl Ives, Tina Louise—4597 (6-17-59)—Actionful outdoor opus with different angles—Security  
**DEFIANT ONES, THE**—D-97m.—Tony Curtis, Sidney Poitier—4499 (8-6-58)—Powerful, deeply moving drama  
**ESCORT WEST**—W-75m.—(CS)—Victor Mature, Elaine Stewart—4555 (1-28-59)—Interesting action yarn—Batjao  
**FEARMAKERS, THE**—D-83m.—Dana Andrews, Marilee Earle—4518 (10-1-58)—Programmer has angles—Pacemakers  
**FOUR SKULLS OF JONATHAN DRAKE, THE**—MD-70m.—Eduard Franz, Valerie French—4586 (5-20-59)—Horror item for the program  
**GUNS, GIRLS AND GANGSTERS**—MD-70m.—Mamie Van Doren, Gerald Mohr—4547 (12-24-58)—Satisfactory program—crime meller—Imperial  
**GUN RUNNERS, THE**—MD-83m.—Audie Murphy, Patricia Owens—4514 (9-17-58)—Interesting action entry  
**GUNFIGHT AT DODGE CITY, THE**—W-81m.—(CS; DC)—Joel McCrea, Julie Adams—4585 (5-20-59)—Good Western—Mirisch  
**GREAT ST. LOUIS BANK ROBBERY, THE**—MD-86m.—Steve McQueen, Molly McCarthy—4558 (2-11-59)—Mediocre meller for duallers—Guggenheim Associates  
**HOLE IN THE HEAD, A**—C-120m.—(Panavision; DC)—Frank Sinatra, Eleanor Parker—4586 (5-20-59)—Superior entertainment—Sincap  
**HONG KONG CONFIDENTIAL**—MD-67m.—Gene Barry, Beverly Tyler—4518 (10-1-58)—For lower half—Vogue  
**HORSE SOLDIERS, THE**—OD-119m.—(DC)—John Wayne, William Holden, Constance Towers—4598 (6-17-59)—Highly entertaining action entry—Mahin-Rackin-Mirisch  
**HORSE'S MOUTH, THE**—C-96m.—(TC)—Alec Guinness, Kay Walsh—4530 (11-12-58)—For the art spots—Lopert—England  
**HOUND OF THE BASKERVILLES, THE**—MD-84m.—(TC)—Peter Cushing, Marla Landi—4598 (6-17-59)—Fine filming of horror classic—Hammer—England  
**INVISIBLE INVADERS, THE**—MD-67m.—John Agar, Jean Byron—4586 (5-20-59)—Fair science fiction  
**IT—THE TERROR FROM BEYOND SPACE**—MD-68m.—Marshall Thompson, Shawn Smith—4507 (9-3-58)—Fair science fiction entry—Vogue  
**I WANT TO LIVE**—D-120m.—Susan Hayward, Simon Oakland—4527 (10-29-58)—Grim, powerful drama—Figaro  
**LAST MILE, THE**—D-81m.—Mickey Rooney, Clifford David—4549 (1-14-59)—Well-made prison yarn—Rosenberg-Subotsky  
**LA PARISIENNE**—C-85m.—(TC)—Brigitte Bardot, Charles Boyer—4494 (7-23-58)—Another Bardot bombshell—(French-made; dubbed in English or titles)—Lopert  
**LONELYHEARTS**—D-108m.—Montgomery Clift, Robert Ryan, Myrna Loy—4542 (12-10-58)—Absorbing, off-beat drama—Schary  
**LOST MISSILE, THE**—D-70m.—Robert Loggia, Ellen Parker—4535 (11-26-58)—Good science programmer—Berke  
**MACHETE**—MD-75m.—Marl Blanchard, Albert Dekker—4542 (12-10-58)—Strictly for the lower half—Odell  
**MAN IN THE NET, THE**—MD-96m.—Alan Ladd, Carolyn Jones—4578 (4-22-59)—Sell the Ladd name—Mirisch-Jaguar  
**MAN OF THE WEST**—W-100m.—(CS; DC)—Gary Cooper, Julie London—4515 (9-17-58)—Good adult western—Ashton  
**MENACE IN THE NIGHT, THE**—MD-78m.—Griffith Jones, Lisa Gastoni—4518 (10-1-58)—For the lower half—Leeds—England  
**MUGGER, THE**—MD-74m.—Kent Smith, Nan Martin—4522 (10-15-58)—Okay adult programmer—Barblzon  
**MUSTANG**—W-73m.—Jack Beutel, Madalyn Trahey—4570 (3-25-59)—Amateurish lower half filler—Arnell  
**NAKED MAJAJ, THE**—D-111m.—(TE; TC)—Ava Gardner, Anthony Franciosa—4570 (3-25-59)—Large scale costume spectacle has possibilities—Titanus  
**PIER 5, HAVANA**—MD-67m.—Cameron Mitchell, Allison Hayes—4603 (7-1-59)—Topical programmer—Premium  
**PORK CHOP HILL**—MD-97m.—Gregory Peck, Harry Guardino—4581 (5-6-59)—Hard-hitting war film—Melville  
**RIOT IN JUVENILE PRISON**—MD-71m.—Jerome Thor, Marcia Henderson—4578 (4-22-59)—For the lower half—Vogue  
**SEPARATE TABLES**—D-98m.—Rita Hayworth, Deborah Kerr, David Niven—4543 (12-10-58)—Interesting drama has high potential—Hecht-Hill-Lancaster  
**SHAKE HANDS WITH THE DEVIL**—MD-110m.—James Cagney, Dana Wynter—4586 (5-20-59)—Fascinating action meller of Irish rebellion—Pennebaker  
**SOME LIKE IT HOT**—C-120m.—Marilyn Monroe, Tony Curtis—4562 (2-25-59)—A riot of fun and femmes—Mirisch  
**TERROR IN A TEXAS TOWN**—W-80m.—Sterling Hayden, Ann Verela—4507 (9-3-58)—For the lower half—Seltzer  
**TEN DAYS TO TULARA**—MD-77m.—Sterling Hayden, Grace Raynor—4527 (10-29-58)—Filler for the lower half—Sherman

## COMING FEATURES IN ORDER OF RELEASE

Aug. **CRY TOUGH**—John Saxon, Linda Cristal—Hecht, Hill, Lancaster  
 Aug. **DEVIL'S DISCIPLE, THE**—Laurence Olivier, Kirk Douglas—Hecht, Hill, Lancaster  
 Aug. **RABBIT TRAP, THE**—Ernest Borgnine, David Brian—Hecht, Hill, Lancaster

## COMING

**CAST A LONG SHADOW**—Audie Murphy—Mirisch  
**COUNTERPLOT**—Forrest Tucker, Allison Hayes—Odell  
**GALLANT HOURS, THE**—James Cagney, Dennis Weaver—Cagney-Montgomery  
**GUNFIGHTERS OF ABILENE**—Buster Crabbe, Judith Ames—Vogue  
**HAPPY ANNIVERSARY**—David Niven, Mitzi Gaynor—Fields  
**ON THE BEACH**—Gregory Peck, Ava Gardner—Kramer  
**ODDS AGAINST TOMORROW**—Harry Belafonte, Shelley Winters—Harbel  
**OPERATION MURDER**—Tom Conway, Sandra Dorne—Danziger  
**SUBWAY IN THE SKY**—Van Johnson, Hildegard Neff—English Made  
**SOLOMON AND SHEBA**—(TE-TC)—Yul Brynner, Gina Lollobrigida—Small  
**SUMMER OF THE SEVENTEENTH DOLL, THE**—Ernest Borgnine, Anne Baxter—Hecht-Hill-Lancaster  
**TAKE A GIANT STEP**—Johnny Nash, Estelle Hemsley—Hecht, Hill, Lancaster  
**TIMBUKTU**—Victor Mature, Yvonne De Carlo—Imperial  
**UNFORGIVEN, THE**—Burt Lancaster, Audrey Hepburn—Hecht, Hill, Lancaster  
**TEN SECONDS TO HELL**—Jeff Chandler, Martine Carol—Seven Arts-Hammer  
**WONDERFUL COUNTRY, THE**—(CS; TC)—Robert Mitchum, Julie London—MPL  
**WOMAN LIKE SATAN, A**—Brigitte Bardot—Gray-Pathé  
**WOMEN CONFIDENTIAL**—Mamie Van Doren, Richard Coogan—Imperial



UNIVERSAL-INTERNATIONAL

DISTRIBUTED DURING THE PAST 12 MONTHS

- 5907 APPOINTMENT WITH A SHADOW—MD-73m.—(CS)—George Nader, Joanna Moore—4507 (9-3-58)—Program meller
- 5904 BEND OF THE RIVER—MD-91m.—(RE)—James Stewart, Julia Adams—4507 (9-3-58)—Good outdoor show
- 5901 BLOOD OF THE VAMPIRE—MD-87m.—(EC)—Donald Wolfit, Barbara Shelley—4522 (10-15-58)—Horror on a grand scale—England
- BORN TO BE LOVED—D-82m.—Hugo Haas, Carol Morris—4598 (6-17-59)—Pleasant programmer
- 5924 CURSE OF THE UNDEAD—MD-79m.—Eric Fleming, Kathleen Crowley—4603 (7-1-59)—Vampire stalks the west in program entry
- 5920 FLOODS OF FEAR—MD-82m.—Howard Keel, Anne Haywood—4579 (4-22-59)—Interesting, suspenseful programmer—England
- IMITATION OF LIFE—D-124m.—(EC)—Lana Turner, John Gavin—4558 (2-11-59)—High rating drama.
- 5921 JOHNNY DARK—MD-85m.—(TC)—Tony Curtis, Piper Laurie—4582 (5-6-59)—Names should help standard auto racing film—RE
- 5903 LIGHT TOUCH, THE—CD-85m.—(TC)—Jack Hawkins, Margaret Johnston—4562 (2-25-59)—Superior Import—England
- 5922 MAN WITHOUT A STAR—W-89m.—(TC)—Kirk Douglas, Jeanne Crain—4582 (5-6-59)—Off-beat outdoor action entry has the angles—RE.
- 5909 MISSISSIPPI GAMBLER, THE—MD-98½m.—(RE)—Tyrone Powe, Piper Laurie—4510 (9-3-58)—Names should help
- 5913 MONEY, WOMEN AND GUNS—W-80m.—(CS; EC)—Jock Mahoney, Kim Hunter, Tim Hovey—4527 (10-29-58)—Lower half entry
- 5902 MONSTER ON THE CAMPUS—MD-76m.—Arthur Franz, Joanna Moore—4522 (10-15-58)—Good horror show
- 5916 NEVER STEAL ANYTHING SMALL—C-94m.—(CS; EC)—James Cagney, Shirley Jones—4555 (1-28-59)—Entertaining comedy
- 5915 NO NAME ON THE BULLET—W-77m.—(CS; EC)—Audie Murphy, Joan Evans—4555 (1-28-59)—Good western
- 5837 ONCE UPON A HORSE—C-85m.—(CS)—Dan Rowan, Dick Martin, Martha Hyer—4503 (8-20-58)—Western satire for program
- 5911 PERFECT FURLOUGH, THE—C-93m.—(CS; EC)—Tony Curtis, Janet Leigh—4522 (10-15-58)—Highly amusing comedy
- 5836 RAW WIND IN EDEN—D-90m.—(CS; EC)—Esther Williams, Jeff Chandler—4499 (8-6-58)—Off-beat attraction has angles
- 5836 RIDE A CROOKED TRAIL—W-87m.—(CS; EC)—Audie Murphy, Gia Scala—4494 (7-23-58)—Good western
- 5906 RESTLESS YEARS, THE—D-86m.—(CS)—John Saxon, Sandra Dee—4528 (10-29-58)—Interesting, touching program
- 5839 SAGA OF HEMP BROWN, THE—W-80m.—(CS; EC)—Rory Calhoun, Beverly Garland—4510 (9-3-58)—Good western for the program
- 5912 SILENT ENEMY, THE—MD-92m.—Laurence Harvey, Dawn Addams—4530 (11-12-58)—Exciting tale of Frogmen in action—England
- 5917 STEP DOWN TO TERROR—D-75m.—Charles Drake, Colleen Miller—4515 (9-17-58)—Suspense for the program
- 5914 STRANGER IN MY ARMS—D-88m.—(CS)—June Allyson, Jeff Chandler—4550 (1-14-59)—Drama has saleable angles, potent names
- 5925 THIS EARTH IS MINE—D-125m.—(CS; TC)—Rock Hudson, Jean Simmons—4579 (4-22-59)—Named packed, interesting drama
- 5910 UP FRONT—C-91m.—(RE)—David Wayne, Tom Ewell, Martina Bertl—4510 (9-3-58)—Good war comedy
- 5919 WILD AND THE INNOCENT, THE—MD-84m.—(CS; EC)—Audie Murphy, Joanne Dru—4566 (3-11-59)—Interesting program entry
- 5905 WORLD IN HIS ARMS, THE—MD-104m.—(RE)—Gregory Peck, Ann Blyth—4510 (9-3-58)—Name-packed action show

COMING FEATURES IN ORDER OF RELEASE

June MUMMY, THE—(C)—Peter Cushing

COMING

- LEECH, THE—Colleen Gray, Grant Williams
- OPERATION PETTICOAT—(C)—Cary Grant, Tony Curtis, Joan O'Brien
- PILLOW TALK—(CS; C)—Rock Hudson, Doris Day
- SPARTACUS—(TE; TC)—Kirk Douglas, Laurence Olivier

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

- 808 AUNTIE MAME—C-143m.—(TE; TC)—Rosalind Russell, Forrest Tucker—4543 (12-10-58)—Highly humorous entertainment
- 816 BORN RECKLESS—CD-79m.—Mamie Van Doren, Jeff Richards—4574 (4-8-59)—Fair programmer
- 802 DAMN YANKEES—MUC-110m.—(TC)—Tab Hunter, Gwen Verdon—4515 (9-17-58)—Amusing comedy has lots of angles
- 806 ENCHANTED ISLAND—MD-94m.—(TC)—Dana Andrews, Jane Powell—4530 (11-12-58)—Interesting version of well-known literary work—RKO
- 805 FROM THE EARTH TO THE MOON—D-100m.—(TC)—Joseph Cotton, Debra Paget—4531 (11-12-58)—Interesting science fiction
- 819 GIGANTIS, THE FIRE MONSTER—MD-78m.—Japanese cast—4594 (6-3-59)—Minor science fiction for program—Dubbed in English—Japanese made
- 810 HANGING TREE, THE—W-106m.—(TC)—Gary Cooper, Marla Scheil—4555 (1-28-59)—Good, big scale western
- 811 HELEN OF TROY—D-114m.—(CS; WC)—Rosanna Podesta, Jack Sernas—4562 (2-25-59)—Spectacle will need plenty of selling—Reissue—Made in Italy
- 822 HERCULES—D-107m.—(Dyaliscope; EC)—Steve Reeves, Sylva Koscina—4587 (5-20-59)—Highly entertaining spectacle—Italy
- 807 HOME BEFORE DARK—D-136m.—Jean Simmons, Dan O'Herlihy—4523 (10-15-58)—Highly interesting drama
- 817 ISLAND OF LOST WOMEN—D-71m.—Jeff Richards, Venetia Stevenson—4579 (4-22-59)—For the supporting slot
- 823 JOHN PAUL JONES—D-126m.—(TE; TC)—Robert Stack, Marisa Pavan—4598 (6-17-59)—Moderately successful historical epic—Primarily made in Spain
- 812 LAND OF THE PHAROHS—D-106m.—(CS; WC)—Jack Hawkins, Joan Collins—4562 (2-25-59)—Highly interesting story of pyramid building in Egypt—Reissue—English-made
- 821 NUN'S STORY, THE—D-149m.—(TC)—Audrey Hepburn, Peter Finch—4582 (5-6-59)—Unusual entry
- 804 ONIONHEAD—CD-110m.—Andy Griffith, Felicia Farr—4518 (10-1-58)—Entertaining service yarn
- 813 RIO BRAVO—W-141m.—(TC)—John Wayne, Angie Dickinson—4559 (2-11-59)—Super western is highly entertaining
- 814 STAR IS BORN, A—D-154m.—(CS; TC)—Judy Garland, James Mason—4574 (4-8-59)—High rating—Reissue
- 820 TEENAGERS FROM OUTER SPACE—MD-85m.—David Love, Dawn Anderson—4595 (6-3-59)—For the lower half
- 809 UP PERISCOPE—MD-111m.—(WS; TC)—James Garner, Andra Martin—4559 (2-11-59)—Lengthy submarine yarn of average interest
- 815 WESTBOUND—W-72m.—(WC)—Randolph Scott, Virginia Mayo—4571 (3-25-59)—Good western for program
- 801 WIND ACROSS THE EVERGLADES—MD-93m.—(TC)—Burl Ives, Gypsy Rose Lee—4510 (9-3-58)—Absorbing and off-beat tale of Florida Everglades
- 818 YOUNG PHILADELPHIANS, THE—D-136m.—Paul Newman, Barbara Rush—4582 (5-6-59)—Highly interesting, absorbing show

COMING FEATURES IN ORDER OF RELEASE

Sept. YELLOWSTONE KELLY—(TC)—Clint Walker, Andra Martin

COMING

- ALL GOD'S CHILDREN—Rita Moreno, Mark Damon
- BRAMBLE BUSH, THE—(TC)—Richard Burton, Barbara Rush
- CASH McCALL—(TC)—James Garner, Natalie Wood
- FBI STORY, THE—(TC)—James Stewart, Vera Miles
- GUNS OF THE TIMBERLAND—(TC)—Alan Ladd, Jeanne Crain
- LOOK BACK IN ANGER—Richard Burton, Claire Bloom—England
- MIRACLE, THE—(TE; TC)—Carroll Baker, Walter Slezak
- SUMMER PLACE, A—(TC)—Richard Egan, Dorothy McGuire

FOREIGN

DISTRIBUTED DURING THE PAST 12 MONTHS

AUSTRIAN

EMBEZZLED HEAVEN—D-88m.—(C)—Annie Rosar—4587 (5-20-59)—Good religious Import—Dubbed in English—de Rochemon

ENGLISH

- BAD GIRL—D-100m.—Anna Neagle, Sylvia Syms—4574 (4-8-59)—Exploitable program entry—Roach
- CIRCLE, THE—MD-92m.—John Mills, Noelle Middleton—4571 (3-25-59)—Ordinary Scotland Yard who-done-it—Kassler
- CONTRABAND SPAIN—MD-80m.—(EC)—Richard Greene, nouk—4510 (9-3-58)—Smuggling meller—Stratford
- COSMIC MONSTERS, THE—MD-75m.—Forrest Tucker, Gaby Andre—4559 (2-11-59)—Lower half science fiction entry
- CRAWLING EYE, THE—MD-85m.—Forrest Tucker, Janet Munro—4559 (2-11-59)—Okay science fiction thriller
- CRY FROM THE STREETS, A—D-99m.—Max Bygraves, Barbara Murray—4566 (3-11-59)—Interesting drama about homeless youngsters—Tudor
- DANGEROUS EXILE, MD-90m.—(VV; EC)—Louis Jourdan, Belinda Lee—4519 (10-1-58)—Interesting period entry—Rank
- GYPSEY AND THE GENTLEMAN, THE—D-89m.—(EC)—Melina Mercouri, Keith Mitchell—4550 (1-14-59)—Fair Import—Rank
- HAPPY IS THE BRIDE—C-84m.—Ian Carmichael, Janette Scott—4550 (1-14-59)—Excellent English comedy—Kassler
- I WAS MONTY'S DOUBLE—D-100m.—M. E. Clifton James, John Mills—4562 (2-25-59)—Entertaining, different import
- LAW AND DISORDER—C-76m.—Michael Redgrave, Robert Morley—4537 (11-26-58)—Delightful English farce—Continental
- LUCKY JIM—C-95m.—Ian Carmichael, Jean Anderson—4519 (10-1-58)—Highly amusing art house entry—Kingsley-Int.
- MAD LITTLE ISLAND—C-94m.—(EC)—Jeannie Carson, Donald Sinden—4551 (1-14-59)—Amusing entry for art and specialty spots—Rank
- NIGHT TO REMEMBER, A—D-123m.—Kenneth More, Jill Dixon—4547 (12-24-58)—High rating reenactment of sea tragedy—Rank

- One-Eyed Jacks..... Par.
- Onionhead..... B WB
- Operations Dames..... A3 UA
- Operation Murder..... A3 UA
- Operation Petticoat..... U-I
- Oregon Trail..... Fox
- Our Man In Havana..... Col.

P

- Pagans, The..... A3 AA
- Patner Panchall..... A1 For.
- Paratrooper Command..... A3 A1
- Party Crashers, The..... A2 Par.
- Party Girl..... B MGM
- Perfect Furlough, The..... B UI
- Pier 5, Havana..... UA
- Pillow Talk..... UI
- Place in the Sun, A—RE..... A2 Par.
- Plan 9 From Outer Space..... Miso.
- Porgy and Bess..... Col.
- Pork Chop Hill..... A1 UA
- Premier May..... A2 For.
- Private's Affair, A..... Fox

Q

- Queen of Outer Space..... B AA
- Question of Adultery..... C For.

R

- Rabbit Trap, The..... UA
- Rally Round the Flag, Boys..... B Fox
- Raw Wind in Eden..... A3 UI
- Reaching for the Stars..... For.
- Rebel Set, The..... AA
- Reform School Girl..... AI
- Reluctant Debutante, The..... A2 MGM
- Remarkable Mr. Pennypacker, The..... A3 Fox
- Restless Years, The..... A2 U-I
- Return Of The Fly, The..... Fox
- Revolt In The Big House..... A2 AA
- Ride a Crooked Trail..... A2 UI
- Ride Lonesome..... A1 Col.
- Rim of the Canyon..... Col.
- Rio Bravo..... A3 WB
- Riot in Cell Block 11..... A2 AA
- Riot in Juvenile Prison..... B UA
- Road Racers..... B A-I
- Room At the Top..... B For.
- Room 43..... For.
- Roots, The..... For.
- Roots of Heaven, The..... A3 Fox
- R X Murder..... A3 Fox

S

- Sad Horse, The..... A1 Fox
- Saga of Hemp Brown, The..... A1 UI
- Santa Fe—RE..... A1 Col.
- Savage Innocents..... Par.
- Say One For Me..... A2 Fox
- Scapegoat, The..... A2 MGM
- Screaming Skull..... A2 AI
- Senchal, The Magnificent..... A3 For.
- Senior Prom..... A2 Col.
- Separate Tables..... A3 UA
- Seventh Voyage of Sinbad, The..... A1 Col.
- Shaggy Dog, The..... A1 Miso.
- Shake Hands With the Devil..... A2 UA
- Shamless Sex, The..... For.
- Shane—RE..... A2 Par.
- She Gods of Shark Reef..... A3 AI
- Sheriff Of Fractured Jaw..... A2 Fox
- Silent Enemy, The..... A1 UI
- Sinners of Paris..... For.
- Sins Of Rose Bernd, The..... For.
- Sleeping Beauty..... A1 Miso.
- Smiley Gets A Gun..... A1 Fox
- Snowfire..... A1 AA
- Solomon and Sheba..... UA
- Some Came Running..... B MGM
- Some Like It Hot..... B UA
- Son of Robin Hood, The..... A1 Fox
- Sound and the Fury, The..... A3 Fox
- South Pacific..... A3 Fox
- South Seas Adventure..... A1 Miso.
- Space Master K-7..... A2 Fox
- Spartacus..... U-I
- Speed Crazy..... A3 AA
- Spider, The..... A2 AI



Spy in the Sky ..... A1 AA  
 Stalag 17—RE ..... A2 Par.  
 Star Is Born, A—RE ..... B WB  
 Step Down to Terror ..... A2 UI  
 Stranger in My Arms, A ..... A2 UI  
 Street Car Named Desire, A-RE ..... B Fox  
 •Subway in the Sky ..... UA  
 Submarine Seahawk ..... A1 AI  
 •Suddenly Last Summer ..... Col.  
 •Summer of the Seventeenth Doll, The ..... UA  
 •Summer Place, A ..... WB  
 •Surrender Hell ..... AA

## T

•Take A Giant Step ..... UA  
 Tale of Two Cities, A ..... A1 For.  
 Tank Battalion ..... B AI  
 Tank Commandoes ..... A3 AI  
 Tank Force ..... A1 Col.  
 Tarawa Beachhead ..... A2 Col.  
 •Tarzan, The Ape Man ..... MGM  
 Tarzan's Greatest Adventure ..... Par.  
 Teenage Caveman ..... A2 AI  
 Teenagers from Outer Space ..... A2 WB  
 Tempest ..... A1 Par.  
 Ten Days to Tulara ..... A1 UA  
 •Ten Seconds to Hell ..... UA  
 Terror In A Texas Town ..... A2 UA  
 Terror from the Year 5000 ..... A2 AI  
 •That Kind of Woman ..... Par.  
 These Thousand Hills ..... A3 Fox  
 •They Came to Cordura ..... Col.  
 Thlrd Sex, The ..... C For.  
 •30 Ft. Bride of Candy Rock ..... Col.  
 This Earth Is Mine ..... A3 UI  
 •Thousand and One Arabian Nights ..... Col.  
 Three Strange Loves ..... For.  
 Thunder In The Sun ..... A2 Par.  
 Tia Juana After Midnight ..... Misc.  
 •Timbuctu ..... UA  
 •Time Machine, The ..... MGM  
 Time of Desire, The ..... For.  
 •Tingler, The ..... Col.  
 Tokyo After Dark ..... A2 Par.  
 Tom Thumb ..... A1 MGM  
 Tonka ..... A1 Misc.  
 Too Many Crooks ..... For.  
 Torpedo Run ..... A1 MGM  
 Tosca ..... For.  
 •Touch of Larceny ..... Par.  
 Trap, The ..... A2 Par.  
 Truth About Women, The ..... For.  
 Tunnel of Love, The ..... B MGM  
 Two Headed Spy ..... A2 Col.

## U

Uncle Tom's Cabin—RE ..... Misc.  
 •Unforgiven, The ..... UA  
 Unwed Mother ..... A3 AA  
 Up Front—RE ..... A1 U-I  
 Up Periscope ..... A1 WB  
 Up the Creek ..... For.

## V

Verboten ..... A2 Col.  
 Villa ..... A2 Fox  
 •Visit to a Small Planet, A ..... Par.

## W

War of the Colossal Beast ..... A2 AI  
 Warlock ..... A2 Fox  
 Watual ..... A1 MGM  
 •Web of Evidence ..... AA  
 What Price Murder ..... B For.  
 Westbound ..... A1 WB  
 When Hell Broke Loose ..... A2 Par.  
 Whole Truth, The ..... A2 Col.  
 Wild and the Innocent ..... A2 U-I  
 Wind Across the Everglades ..... B WB  
 Windom's Way ..... A2 For.  
 Witches of Salem ..... A3 For.  
 Wolf Dog ..... A1 Fox  
 Wolf Larsen ..... A3 AA  
 Woman Eater, The ..... A2 Col.  
 •Woman Like Satan, A ..... UA  
 Woman Obsessed ..... A2 Fox  
 •Women Confidential ..... UA  
 •Wonderful Country, The ..... UA  
 World In His Arms, The—RE ..... A1 U-I  
 World, the Flesh and the Devil, The ..... A2 MGM  
 •Wreck of the Mary Deare, The ..... MGM

## Y

•Yellowstone Kelly ..... WB  
 •Yesterday's Enemy ..... Col.  
 Young Captives, The ..... B Par.  
 Young Land, The ..... A1 Col.  
 Young Philadelphians, The ..... A3 WB  
 Your Past Is Showing ..... A2 For.

QUESTION OF ADULTERY, A—D-84m.—Julie London, Anthony Steel—4560 (2-11-59)—Has exploitation possibilities—NTA  
 ROOM 43—MD-93m.—Diana Dors, Herbert Lom—4603 (7-1-59)—Mediocre sensation-seeking import—Cory  
 ROOM AT THE TOP—D-117m.—Laurence Harvey, Simone Signoret—4575 (4-8-59)—Excellent adult love story—Continental  
 TALE OF TWO CITIES, A—D-117m.—Dirk Bogarde, Dorothy Tutin—4511 (9-3-58)—Dickens classic for art spots—Rank  
 TOO MANY CROOKS—C-87m.—Terry Thomas, George Cole—4583 (5-6-59)—Amusing comedy—Lopert  
 TRUTH ABOUT WOMEN, THE—CD-100m.—(EC)—Laurence Harvey, Julie Harris—4563 (2-25-59)—Satire has names to help—Continental  
 UP THE CREEK—C-83m.—David Tomlinson, Peter Sellers—4538 (11-26-58)—Amusing import—Dominant  
 WINDOM'S WAY—MD-108m.—(EC)—Peter Finch, Mary Ure—4523 (10-15-58)—Interesting meller from abroad—Rank  
 YOUR PAST IS SHOWING—C-87m.—Dennis Price, Peggy Mount—4511 (9-3-58)—Cute wacky comedy—Rank

## FINNISH

MILKMAID, THE—D-70m.—Anneli Sauli—4563 (2-25-59)—For art spots—Titles—Joseph Brenner

## FRENCH

CAT, THE—MD-108m.—Francoise Arnoul—4587 (5-20-59)—Suspenseful French underground meller—Titles—Ellis  
 FIRE UNDER HER SKIN—D-90m.—Giselle Pascal, Raymond Pellegrin—4523 (10-15-58)—Mediocre art house fare—Titles—Unlo.  
 FORBIDDEN FRUIT—D-97m.—Fernandel—4575 (4-8-59)—Interesting import—Titles—Films Around The World  
 FOXIEST GIRL IN PARIS—C-100m.—Martine Carol—4523 (10-15-58)—Cute import—Titles—Times  
 GIRL IN THE BIKINI, THE—D-76m.—Brigitte Bardot—4550 (1-14-59)—Bardot strikes again—Titles—Atlantis  
 GIRLS OF THE NIGHT—D-114m.—Georges Marchal—4587 (5-20-59)—Fair import—Titles—Continental  
 GRAND MANUEVER, THE—C-107m.—(EC)—Michele Morgan, Gerard Philippe—4495 (7-23-58)—Light weight Gallic love spoof—Titles—UMPO  
 GRI GRI—TRAVEL-62m.—United National Museum Of Man expedition—4571 (3-25-59)—African rites for the lower half—English narration—Brenner  
 HEROES AND SINNERS—D-101m.—Curt Jurgens, Maria Felix—4571 (3-25-59)—Highly interesting, exploitable import—Dubbed In English—Janus  
 HE WHO MUST DIE—D-122m.—(CS)—Pierre Vaneck, Melina Mercouri—4590 (5-20-59)—Absorbing import is good bet for art and specialty spots—Titles—Kassler  
 INSPECTOR MAIGRET—MD-110m.—Jean Gabin—4519 (10-1-58)—Highly interesting mystery—Titles—Lopert  
 LAW IS THE LAW, THE—C-103m.—Fernandel, Toto—4582 (5-6-59)—Cute, amusing import—Titles—Continental  
 LOVE IS MY PROFESSION—D-111m.—Brigitte Bardot, Jean Gabin—4590 (5-20-59)—Bardot loves again—Titles—Kingsley-Int  
 LOVERS OF PARIS—CD-115m.—Gerard Philippe, Danielle Darrieux—4563 (2-25-59)—Amusing import—Titles—Continental  
 LOVERS AND THIEVES—CD-81m.—Jean Polret—4511 (9-3-58)—Highly amusing import—Titles—Zenith  
 MAN IN THE RAINCOAT, THE—C-97m.—Fernandel—4516 (9-17-58)—Cute import for art and specialty spots—Titles—Kingsley  
 MIRACLE OF SAINT THERESE—D-97m.—Frances Descaut—4563 (2-25-59)—Religious drama strictly for art and specialty houses—Dubbed in English—Ellis  
 MIRROR HAS TWO FACES, THE—D-98m.—Michele Morgan, Bourvil—4590 (5-20-59)—Well-made, interesting import—Titles—Continental  
 MY UNCLE—C-110m.—(EC)—Jacques Tati—4537 (11-26-58)—Highly entertaining import for discriminating audience—English dubbed or titles—Continental  
 NIGHT HEAVEN FELL, THE—D-80m.—(CS; EC)—Brigitte Bardot, Stephen Boyd—4511 (9-3-58)—Bardot drawing power still potent—Titles or dubbed—Kingsley-Int.  
 PREMIER MAY—D-89m.—Yves Montand, Yves Noel—4566 (3-11-59)—Good French entry—Titles—Continental  
 SENECHAL, THE MAGNIFICENT—C-78m.—Fernandel, Nadia Gray—4538 (11-26-58)—Funny French farce—Titles—DCA  
 SINNERS OF PARIS—MD-80m.—Charles Vanel—4591 (5-20-59)—Interesting import—Titles—Ellis  
 WHAT PRICE MURDER—D-105m.—Henri Vidal, Mylene Demongoet—4538 (11-26-58)—Good entry for art spots—Titles—UMPO  
 WITCHES OF SALEM—D-140m.—Simone Signoret—4555 (1-28-59)—Excellent import for art houses—Titles—Kingsley-Int.

## GERMAN

AFFAIRS OF JULIE, THE—C-90m.—(EC)—Lilo Pulver—4543 (12-10-58)—Cute comedy for art spots—English titles—Bakros  
 BIG BARRIER, THE—D-87m.—(C)—Edith Mill, Albert Llieven—4510 (9-3-58)—Exploitable for art houses—Titles—Baker  
 CAPTAIN FROM KOEPENICK, THE—D-93m.—(TC)—Heinz Ruhmann—4523 (10-15-58)—Entertaining import—Titles—DCA  
 CIRCUS OF LOVE—D-93m.—(TC)—Eva Bartok, Curt Jurgens—4515 (9-17-58)—German version of "Carnival" has interest for art spots—Titles—DCA  
 DEADLY DECISION—D-103m.—O. E. Hasse, Barbara Rutling—4511 (9-3-58)—For German houses—Dominant  
 DREAMING LIPS—D-86m.—Marla Schell, O. W. Fischer—4537 (11-26-58)—Interesting import for art spots—Titles—DCA  
 FORBIDDEN PARADISE—NOV-67m.—(EC)—Ingeborg Schoner, Jan Hendriks—4516 (9-17-58)—For exploitation and art spots—English narration—Colorama Features  
 GUITARS OF LOVE—MU-90m.—(EC)—Vlco Torrlanl, Montovanl and Orchestra—4537 (11-26-58)—Tuneful musical—Titles—Sam Baker Associates  
 JONAS—D-81m.—Robert Graf—4590 (5-20-59)—Psychological, off-beat drama—English narration; partially dubbed—President  
 LIANE, JUNGLE GODDESS—MD-85m.—(EC)—Marion Michael, Hardy Kruger—4531 (11-12-58)—Exploitable programmer—Dubbed In English—DCA  
 LOVE STORY, A—D-94m.—Hildegard Neff, O. W. Fisher—4551 (1-14-59)—Could fit German houses—Titles—Casino  
 MONPTI—D-97m.—(C)—Romy Schneider—4590 (5-20-59)—Average tragic love import—Dubbed in English—Bakros-Int.  
 MY NAME IS TOXI—D-80m.—Elfie Fiegert—4547 (12-24-58)—Okay programmer, especially for colored houses—Dubbed In English—Grand Prize  
 REACHING FOR THE STARS—D-102m.—Erick Schuman, Lisa Pulver—4516 (9-17-58)—For German and art houses—Titles—Baker  
 SINS OF ROSE BERND, THE—D-85m.—(C)—Maria Schell, Ralf Vallone—4579 (4-22-59)—Okay entry for foreign spots—Titles—President  
 THIRD SEX, THE—D-85m.—Paula Wessely, Paul Dahlke—4566 (3-11-59)—Exploitable for art and language spots—Titles—D & F Dist.

## INDIAN

PATHER PANCHALI—D-112m.—Hindu cast—4548 (12-24-58)—Prize-winning drama is art house natural—Titles—Harrison

## ITALIAN

MOST WONDERFUL MOMENT, THE—D-94m.—Marcello Mastroianni, Giovanna Ralli—4599 (6-17-59)—Interesting import—English titles—Ellis  
 SHAMELESS SEX, THE—D-73m.—Yvonne Sanson, Frank Villard—4531 (11-12-58)—Strictly for the sex-plotlation spots—Dubbed In English—Screenorama.  
 TOSCA—OPERA—105m.—(CS; EC)—Franca Duval, Franco Corelli—4567 (3-11-59)—Well-made opera for art and specialty spots—Titles—Casolaro-Giglio

## JAPANESE

MISTRESS, THE—D-102m.—Hidoko Takamine—4563 (2-25-59)—Okay import for specialty spots—Titles—Harrison

## MEXICAN

ROOTS, THE—COMP.-98m.—Non-professional Mexican Indians—4519 (10-1-58)—Fine art house fare—Harrison

## NORWEGIAN

NINE LIVES—MD-85m.—Jack Fjeldstad—4575 (4-8-59)—Thrilling chase meller—Titles; narration—deRochemond

## POLISH

EIGHTH DAY OF THE WEEK, THE—D-84m.—Sonjz Ziemann—4587 (5-20-59)—Import is worthy of attention—Titles—Continental



PHILIPPINES

BLOOD OF BATAAN—MD-76m.—Leopoldo Salcedo, Mona Lisa—4537 (11-26-58)—Exploitable war film—Spoken In English—Brenner

SWEDISH

OF LOVE AND LUST—CD-103m.—Anita Bjork, Mai Zetterling—4599 (6-17-59)—Fair import—English titles—Films Around The World  
THREE STRANGE LOVES—D-84m.—Eva Hennig, Birger Malmsten—4567 (3-11-59)—Confused drama of sexual aberrations—Titles—Janus  
TIME OF DESIRE, THE—D-86m.—Barbaro Larsson, Margaretha Lowler—4495 (7-23-58)—Artistic exploration of the varieties of love—Titles—Janus

MISCELLANEOUS

DISTRIBUTED DURING THE PAST 12 MONTHS

BIG FISHERMAN, THE—D-180m.—(Panvision; 70mm; C)—Howard Keel, Susan Kohner—4603 (7-1-59)—Highly interesting entertainment—Buena Vista  
DARBY O'GILL AND THE LITTLE PEOPLE—D-90m.—(TC)—Albert Sharpe, Janet Munro—4583 (5-6-59)—The Disney name and the luck of the Irish should prove of assistance  
DATE WITH DEATH, A—MD-81m.—(Psychorama)—Gerald Mohr, Liz Renay—4575 (4-8-59)—Satisfactory programmer offers intriguing gimmick—Pacific Int.  
FRANKENSTEIN'S DAUGHTER—MD-85m.—John Ashley, Sandra Knight—4543 (12-10-58)—Inferior exploitation entry—Astor  
GIRLS, INC.—NOV.-65m.—No credits available—4595 (6-3-59)—Filler for lower half—Joseph Brenner  
GIRL WITH AN ITCH—D-78m.—Kathy Marlowe, Robert Armstrong—4531 (11-12-58)—Sexy programmer has selling possibilities—Howco  
GO, JOHNNY, GO—MU-75m.—Alan Freed, Jimmy Clanton—4583 (5-6-59)—Rock 'n' roller for lower half—Roach  
I'LL GIVE MY LIFE—D-78m.—John Bryant, Angie Dickinson—4575 (4-8-59)—Religious film for specialized audiences—Howco  
ISLE OF LEVANT, THE—TRAV-71m.—(C)—No credits available—4591 (5-20-59)—Exploitable nudist film—English narration—Miracle  
LONELY SEX, THE—MD-58m.—Cast unknown—4595 (6-3-59)—Amateurish study in sexual aberrations—Joseph Brenner  
LOST, LONELY, AND VICIOUS—D-73m.—Ken Clayton, Barbara Wilson—4538 (11-26-58)—Lower half filler—Howco  
MISSILE TO THE MOON—MD-78m.—Richard Travis, Cathy Downs—4543 (12-10-58)—Program filler—Astor  
MY WORLD DIES SCREAMING—D-81m.—Gerald Mohr, Cathy O'Donnell—4538 (11-26-58)—Psychological drama for lower half—Howco  
NO PLACE TO LAND—MD-78m.—(NA)—John Ireland, Marl Blanchard—4539 (11-26-58)—Interesting action programmer—Republic  
PLAN 9 FROM OUTER SPACE—MD-76m.—Gregory Wolcott, Mona McKinnon—4531 (11-12-58)—Okay science fiction programmer—DCA  
SHAGGY DOG, THE—C-100m.—Fred MacMurray, Jean Hagen—4567 (3-11-59)—Highly amusing comedy-fantasy—Buena Vista  
SLEEPING BEAUTY, THE—CAR-75m.—(TE70; TC)—Walt Disney—4556 (1-28-59)—Another Disney cartoon treat—Buena Vista  
SOUTH SEAS ADVENTURE—DOC-120m.—(Cinerama; TC)—Produced by Carl Dudley—4495 (7-23-58)—Latest in travelogue series is highly interesting—SW-Cinerama  
TIA JUANA AFTER MIDNIGHT—BUR-58m.—Rita Ravel—4551 (1-14-59)—Average burlesque film—Alan Trading  
TONKA—W-97m.—(TC)—Sal Mineo, Phillip Carey—4548 (12-24-58)—Indian yarn should appeal to youngsters—Buena Vista  
UNCLE TOM'S CABIN—MD-93m.—(RE)—Narrated by Raymond Massey—4539 (11-26-58)—Modernized reissue has possibilities—Colorama

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The Shorts Parade

1958-59 Season  
(Ratings: E—Excellent; G—Good; F—Fair; B—Bad)

NOTE: This Short listing is carried in every second edition of THE SERVISECTION—Alternating with a listing of Features by Production Numbers and Release Dates.

PROD. NOS. AND RELEASE DATES—NEXT ISSUE!

Columbia

TWO REEL

MUSICAL TRAVELARKS (3)

3441 (Dec.) Wonders of Puerto Rico . . . . .G 20m. 4563

COMEDIES

THE THREE STOOGES (8)

3401 (Sept.) Sweet and Hot . . . . .F 17m. 4539  
3402 (Oct.) Flying Saucer Daffy . . . . .G 17m. 4539  
3403 (Dec.) Oil's Well That Ends Well . . . . .F 17m. 4567  
3404 (Feb.) Triple Crossed . . . . .F 17m. 4567  
3405 (June) Sappy Bull Fighters . . . . .

ONE REEL

MAGOOS (10)

(Technicolor)

3751 (Sept.) Magoo's Cruise . . . . .E 6m. 4539  
3752 (Oct.) Love Comes To Magoo . . . . .G 6m. 4539  
3753 (Nov.) Gumshoe Magoo . . . . .E 6m. 4564  
3754 (Jan.) Bwana Magoo . . . . .G 6m. 4568  
3755 (Mar.) Magoo's Homecoming . . . . .G 6m. 4599  
3756 (Apr.) Merry Minstrel Magoo . . . . .G 6m. 4599  
3757 (May) Magoo's Lodge Brother . . . . .

HAM AND HATTIE CARTOONS (2)

(Technicolor)

3511 (Oct.) Spring and Saganaki . . . . .G 7m. 4540  
3512 (Jan.) Picnics Are Fun . . . . .E 7m. 4564

WORLD OF SPORTS (10)

3801 (Sept.) Aqua-Rama . . . . .G 9m. 4540  
3802 (Oct.) Rasslin' Ref' . . . . .F 9m. 4540  
3803 (Dec.) Sportsmen's Paradise . . . . .G 9m. 4564  
3804 (Feb.) Aquatic Carnival . . . . .F 9m. 4568

COLUMBIA REISSUES

ASSORTED AND COMEDY FAVORITES

TWO REELS

3421 Happy Go Wacky . . . . .F 16 1/2m. 3225  
3422 Trapped By A Blonde . . . . .F 16m. 2643  
3423 The Awful Sleuth . . . . .G 16m. 3072  
3424 The Mayor's Husband . . . . .F 16m. 1812  
3425 Perfectly Dismated . . . . .  
3426 Woowoo Blues . . . . .G 16m. 3119  
3431 Two Roaming Champs . . . . .F 16 1/2m. 2964  
3432 Andy Plays Hookey . . . . .F 18m. 2112  
3433 Off Again, On Again . . . . .F 16m. 1685  
3434 Farmer For A Day . . . . .F 18m. 1363  
3435 Wine, Woman And Song . . . . .F 16m. 3056  
3436 Spook To Me . . . . .F 17m. 1871

SERIALS

TWO REELS

Wild Bill Hickok . . . . .E 15EP. 170  
Captain Video . . . . .G 15EP. 3209  
Tex Granger . . . . .G 15EP. 2369

COLOR FAVORITES CARTOONS

(Technicolor)

3601 Gerald McBoing Boing . . . . .E 6 1/2m. 2998  
3602 Flora . . . . .G 6m. 2352  
3603 Kitty Caddy . . . . .F 6m. 2287  
3604 Willie The Kid . . . . .E 7m. 3311  
3605 Short Snorts On Sports . . . . .F 6 1/2m. 2422  
3606 Rooty Toot Toot . . . . .E 8m. 3266  
3607 Bon Bon Parade . . . . .G 8m. 2375  
3608 The Emperor's New Clothes . . . . .F 7m. 3527  
3609 The Untrained Seal . . . . .F 7m. 2436  
3610 Little Boy With A Big Horn . . . . .E 7m. 3490  
3611 The Egg Hunt . . . . .F 7m. 537  
3612 Madeline . . . . .E 7m. 3418  
3613 Novelty Shop . . . . .G 7m.  
3614 Christopher Crumpet . . . . .G 7m. 3562

CANDID MICROPHONES

3551 Number 3, Series 5 . . . . .F 10m. 3473  
3552 Number 4, Series 5 . . . . .F 10m. 3527  
3553 Number 5, Series 5 . . . . .F 10m. 3562  
3554 . . . . .F 10m. 3631  
3555 . . . . .F 10m. 3676

ANIMAL CAVALCADES

Chimp-Antics . . . . .G 10 1/2m. 3418  
Jungle Monarchs . . . . .F 10m. 3473  
Greyhound Capers . . . . .F 9m. 3585  
The Three Big Bears . . . . .F 7m. 3623

FILM NOVELTIES

3851 Rhapsody On Ice . . . . .G 9m. 2557  
3852 A Lass In Alaska . . . . .F 10 1/2m. 2497  
3853 Aren't We All . . . . .F 10 1/2m. 2328  
3854 Magic Stone . . . . .G 10m. 1820

MGM

REISSUES

ONE REEL

GOLD MEDAL REPRINT CARTOONS  
(Technicolor)

C-31 Jerry's Diary . . . . .G 7m. 2734  
C-32 Slicked-Up-Pup . . . . .E 6m. 3167  
C-33 Nitwit Kitty . . . . .G 7m. 3167  
C-34 Cat Napping . . . . .G 7m. 3194  
C-35 The Flying Cat . . . . .G 7m. 3154  
C-36 The Duck Doctor . . . . .G 7m. 3172  
C-37 The Two Musketeers . . . . .E 7m. 3200  
C-38 Smitten Kitten . . . . .G 8m. 3259  
C-39 Triplet Trouble . . . . .G 7m. 3167  
C-40 Little Runaway . . . . .G 7m. 3177  
C-41 Fit To Be Tied . . . . .G 7m. 3235  
C-42 Push-Button Kitty . . . . .G 7m. 3279  
W-61 Cruise Cat . . . . .G 7m. 3387  
W-62 The Doghouse . . . . .G 7m. 3392  
W-63 The Missing Mouse . . . . .E 7m. 3418  
W-64 Jerry and Jumbo . . . . .G 7m. 3458  
W-65 Johann Mouse . . . . .E 7m. 3465  
W-66 That's My Pop . . . . .G 7m. 3519  
W-67 Car Of Tomorrow . . . . .E 7m. 3136  
W-68 Magical Maestra . . . . .F 7m. 3200  
W-69 One Cob's Family . . . . .E 8m. 3164  
W-70 Rock-A-Bye Bear . . . . .F 7m. 3333  
W-71 Cabollera Droopey . . . . .F 7m. 3342  
W-72 Little Johnny Jet . . . . .F 7m. 3499  
W-73 TV Of Tomorrow . . . . .E 7m. 3534  
W-74 Droopy's Double Trouble . . . . .G 7m. 3129  
W-75 Little Wisequacker . . . . .G 7m. 3402  
W-76 Busybody Bear . . . . .G 7m. 3418  
W-77 Barney's Hungry Cousin . . . . .F 7m. 3425  
W-78 Cobs and Robbers . . . . .F 7m. 3488



## Paramount

TWO REEL  
SPECIAL  
(VistaVision; Technicolor)

VistaVision Visits Spain .....E 18m. 4532

ONE REEL  
CASPER CARTOONS  
(Technicolor)

B17-1 (Nov. 15) Boa Bop .....G 7m. 4431  
 B17-2 (Jan. 24) Hair Restorer .....F 6m. 4463  
 B17-3 (Feb. 28) Spook and Span .....F 6m. 4475  
 B17-4 (Apr. 25) Ghost Writers .....F 7m. 4467  
 B17-5 (May 2) Which Is Witch .....F 6m. 4512  
 B17-6 (Sept.) Good Scream Fun .....G 7m. 4532  
 B-18-1 (Jan.) Doing What's Fright .....F 6m. 4580  
 B18-2 (Mar.) Down Ta Mirth .....G 7m. 4599

HERMAN AND CATNIP (4)

H18-1 (Jan.) Owly To Bed .....F 6m. 4599  
 H18-2 (Feb.) Felineous Assault .....G 6m. 4580  
 H18-3 (Apr.) Fun on Furlough .....F 6m. 4599

NOVELTOONS (6)  
(Technicolor)

P18-1 (Oct.) Stork Raving Mad .....G 6m. 4540  
 P18-2 (Dec.) Dawg Gawn .....F 6m. 4599  
 P18-3 (Jan.) Animal Fair .....F 6m. 4580  
 P18-4 (Apr.) Houndabout .....G 7m. 4599

MODERN MADCAPS (6)

M18-1 (Nov.) Right Off The Bat .....G 7m. 4539  
 M18-2 (Feb.) Fit To Be Toyed .....G 7m. 4583  
 M18-3 (Mar.) La Petite Parade .....G 8m. 4599

PARAMOUNT REISSUES  
POPEYE CHAMPIONS

E18-1 Quick On The Vigor .....G 7m. 2953  
 E18-2 Riot In Rhythm .....F 7m. 2975  
 E18-3 Farmer and The Belle .....G 7m. 3004  
 E18-4 Vacation With Play .....G 7m. 3005  
 E18-5 Thrill Of Fair .....G 7m. 3056  
 E18-6 Alpine For You .....G 7m. 3080

CARTOON CHAMPIONS

S18-1 Voice Of The Turkey .....F 6m. 2975  
 S18-2 Party Smarty .....F 7m. 3129  
 S18-3 Case Of The Cockeyed Canary .....G 7m. 3448  
 S18-4 Feast and Furious .....G 6m. 3448  
 S18-5 Starting From Hatch .....G 7m. 3483  
 S18-6 Winner By A Hare .....F 6m. 3499  
 S18-7 Boo Hoo Baby .....G 8m. 3035  
 S18-8 Casper Comes To Clown .....G 7m. 3154  
 S18-9 Casper Takes A Bow Wow .....F 7m. 3209  
 S18-10 Ghost Of The Town .....G 7m. 3285  
 S18-11 Mice Capades .....G 7m. 3410  
 S18-12 Of Mice And Magic .....F 7m. 3491  
 S18-13 Herman The Cartoonist .....F 7m. 3519  
 S18-14 Drinks On The Mouse .....F 7m. 3585

## 20th Century-Fox

(1958)

ONE REEL  
CINEMASCOPE  
(Color)

7801 (Jan.) High Divers and Dolls .....F 8m. 4463  
 7802 (Feb.) The Jumping Horse .....G 9m. 4463  
 7803 (Mar.) Wild Race For Glory .....G 9m. 4463  
 7804 (Apr.) Transcontinental .....F 9m. 4463  
 7806 (Mar.) Fortress Formosa .....G 9m. 4475  
 7807 (June) Inside Poland Today .....G 10m. 4512  
 7808 (July) Snow Fun In College .....G 9m. 4540  
 7809 (Aug.) Dance Beat .....G 9m. 4540  
 7810 (Sept.) Rockets Roar .....G 10m. 4552  
 7811 (Oct.) Blue Water Sports .....G 9m. 4568  
 7812 (Nov.) Undersea Adventure .....G 10m. 4568  
 7813 (Dec.) Fireworks For Freedom .....G 10m. 4568  
 7901 (Jan.) Alaska .....F 10m. 4568  
 7902 (Feb.) Football Roundup .....F 10m. 4568

7903 (Mar.) Swedish Air Jets Zoom .....G 9m. 4591  
 Basketball's Aces In Action .....F 10m. 4591

TWO REEL  
CINEMASCOPE SPECIALS

7805 (Jan.) Queen Elizabeth Hailed By  
 U. S. And Canada .....G 15m. 4463

SPECIAL

7350 (May) Colorful Courtship (DC) ....G 15m. 4532

ONE REEL  
CINEMASCOPE TERRYTOONS  
(Technicolor)

5801 (Jan.) Springtime For Clobber .....F 6m. 4463  
 5802 (Feb.) It's A Living .....F 6m. 4463  
 5803 (Mar.) Gaston's Baby .....F 6m. 4463  
 5804 (Apr.) The Juggler of Our Lady .....E 9m. 4423  
 5805 (May) Gaston, Go Home! .....F 6m. 4491  
 5806 (June) Dustcap Doormat .....F 6m. 4491  
 5807 (July) Camp Clobber .....F 7m. 4495  
 5808 (Aug.) Sick, Sick Sidney .....G 7m. 4495  
 5809 (Sept.) Old Mother Clobber .....F 7m. 4512  
 5810 (Oct.) Gaston's Easel Life .....F 6m. 4520  
 5811 (Nov.) Signed, Sealed and Clobbered .....G 6m. 4567  
 5812 (Dec.) Sidney's Family Tree .....E 6m. 4567  
 5901 (Jan.) Clobber's Ballet Ache .....F 6m. 4567  
 5902 (Feb.) Tale Of A Dog .....F 6m. 4567  
 5903 (Mar.) Another Day For Doormat .....F 6m. 4567

20TH CENTURY-FOX REISSUES

TERRYTOON TOPPERS

5831 Witch's Cat .....F 7m. 2444  
 5832 Woodman Spare That Tree .....F 7m. 3013  
 5833 Mysterious Stranger .....F 7m. 2497  
 5834 Happy Landing .....F 7m. 2625  
 5835 Lazy Little Beaver .....F 7m. 2352  
 5836 Hula, Hula Land .....F 7m. 2667  
 5837 Love's Labor Won .....F 7m. 2444  
 5838 Golden Egg Goosie .....G 7m. 3120  
 5839 Feudin' Hillbillies .....F 7m. 2403  
 5840 A Truckload Of Trouble .....F 7m. 2724  
 5841 The Happy Cobblers .....G 7m. 3279  
 5842 Happy Valley .....G 7m. 3326  
 5931 The Racket Buster .....F 7m. 2590  
 5932 The Super Salesman .....F 7m. 2297  
 5933 Sparky The Firefly .....F 7m. 2297

## Universal-International

TWO REEL

SPECIALS IN COLOR

3901 ( ) Island Empire .....G 18m. 4591  
 3902 ( ) Venice Of The East .....F 18m. 4591

ONE REEL

COLOR PARADES (8)

3971 (Nov.) Venezuela Holiday .....G 9m. 4540  
 3972 (Dec.) Down The Magdalena .....F 10m. 4540  
 3973 (Jan.) Round-Up Land .....G 9m. 4544  
 3974 (Mar.) Safari City .....G 9m. 4564  
 3975 (April) Travel Tips .....F 8m. 4591  
 3976 (June) Land Of The Maya .....F 9m. 4575

WALTER LANTZ COLOR CARTUNES (13)

3911 (Nov.) Jittery Jester .....G 6m. 4539  
 3912 (Dec.) Little Televillain .....F 7m. 4539  
 3913 (Jan.) Truant Student .....G 6m. 4544  
 3914 (Feb.) Robinson Gruesome .....F 6m. 4564  
 3915 (Mar.) Tomcat Combat .....F 6m. 4580  
 3916 (April) Yukon Have It .....F 7m. 4599  
 3917 (April) Log Jammed .....F 7m. 4599

VARIETY VIEWS

3891 (Jan. 20) Barnyard Frolics .....F 9m. 4436  
 3892 (Feb. 24) Between The Continents .....F 9m. 4495  
 3893 (Mar. 31) Cycle Mania .....G 9m. 4512  
 3894 (Sept.) Tragedy, U. S. A. ....E 9m. 4532  
 3895 (Oct.) Up and Over .....F 9m. 4532

UNIVERSAL-INTERNATIONAL REISSUES

WOODY WOODPECKER CARTUNES

3931 Termites From Mars .....G 6m. 3459  
 3932 What's Sweepin' .....F 6m. 3459  
 3933 Buccaneer Woodpecker .....F 6m. 3499  
 3934 Operation Sawdust .....F 6m. 3562  
 3935 Wrestling Wrecks .....F 6m. 3562  
 3936 Belle Boys .....F 6m. 3603

## Warners

ONE REEL  
BUGS BUNNY SPECIALS  
(Technicolor)

6721 (Nov.) Pre-Hysterical Hare .....G 7m. 4539  
 6722 (Jan.) Baton Bunny .....F 7m. 4583  
 6723 (Feb.) Hare-Avian Nights .....F 7m. 4583  
 6724 (Apr.) Apes Of Wrath .....G 7m. 4583  
 6725 (June) Backwoods Bunny .....G 7m. 4591  
 6726 (Aug.) Wild and Wolly Hare .....G 7m.

MERRIE MELODIES-LOONEY TUNES  
(Technicolor)

5701 (Nov. 16) Mouse-Take Identity .....F 7m. 4412  
 5702 (Nov. 30) Gonzales' Tamales .....F 7m. 4412  
 5703 (Jan. 4) Don't Axe Me .....F 7m. 4431  
 5704 (Jan. 18) Tortilla Flaps .....F 7m. 4432  
 5705 (Feb. 22) A Pizza Tweety-Pie .....G 7m. 4463  
 5706 (Mar. 8) Robin Hood Daffy .....G 7m. 4463  
 5707 (Apr. 12) Whoa, Be Gone .....F 7m. 4463  
 5708 (Apr. 26) A Waggily Tale .....G 7m. 4475  
 5709 (May 10) Feather Bluster .....G 7m. 4475  
 5710 (June 28) To Itch His Own .....F 7m. 4512  
 5711 (July 26) Dog Tales .....G 7m. 4512  
 5712 (Sept. 6) Weasel While You Work .....G 7m. 4532  
 5713 (Sept. 27) A Bird In A Bonnet .....G 7m. 4532  
 5714 (Oct. 11) Hook, Line and Stinker .....F 7m. 4532  
 6701 (Nov.) Gopher Broke .....F 7m. 4539  
 6702 (Dec.) Hip-Hip-Hurrl .....F 6m. 4564  
 6703 (Dec.) Cat Feud .....F 6m. 4564  
 6704 (Jan.) Mouse Placed Kitten .....G 7m. 4584  
 6705 (Feb.) China Jones .....G 7m. 4583  
 6706 (Mar.) Trick Or Tweet .....F 7m. 4584  
 6707 (Apr.) The Mouse That Jack Built .....G 7m. 4591  
 6708 (May) Hot Rod and Reel .....F 7m. 4591  
 6709 (May) Mut In A Rut .....G 7m. 4591  
 6710 (June) Really Scent .....F 7m. 4591  
 6711 (July) Mexicali Shmoes .....G 7m.  
 6712 (July) Tweet and Lovely .....F 7m.  
 6713 (Aug.) Cat's Paw .....F 6m.  
 6714 (Aug.) Here Today, Gone Tamale .....F 6m.

WARNERS' REISSUES

BLUE RIBBON HIT PARADE CARTOONS

6301 Bowery Bugs .....F 7m. 2650  
 6302 An Egg Scramble .....F 7m. 2865  
 6303 Wise Quackers .....F 7m. 2557  
 6304 Two's A Crowd .....G 7m. 3013  
 6305 Canary Row .....G 7m. 2953  
 6306 Dog Collared .....F 7m. 2985  
 6307 Fox In A Fix .....F 7m. 3013  
 6308 My Bunny Lies Over The Sea .....F 7m. 2541  
 6309 Golden Yeggs .....G 7m. 2890  
 6310 Scent-imental Romeo .....G 7m. 3040  
 6311 Canned Feud .....G 7m. 3028  
 6312 Early To Bet .....G 7m. 3074  
 6313 Boobs In The Woods .....F 7m. 2798  
 6314 The Bee-Devised Bruin .....F 7m. 2798  
 6315 High Diving Hare .....F 7m. 2798  
 6316 Doggone South .....F 7m. 2798

## Miscellaneous

Antarctic Crossing (C) (Schoenfeld) .....E 45m.  
 CAPRI (EC) (EROS) .....E 24m. 4576  
 Ceylon Holiday (C) (Schoenfeld) .....G 15m. 4595  
 Cruise Of The Eagle (CS;TC) (BV-Disney) .....G 18m. 4591  
 Diavolezza (C) (Schoenfeld) .....F 12m.  
 Donald In Mathmagic Land (TC) .....G 26m. 4595  
 (BV-Disney) .....G 26m. 4563  
 Grand Canyon (CS;TC) (Bu-Disney) .....G 26m. 4563  
 Coronation of Pope John XXIII  
 (TC;VV) (Rank) .....E 18m. 4539  
 Geisha (C) (Brenner) .....E 30m. 4563  
 I Went To Britain (C) (Schoenfeld) .....E 22m. 4599  
 Journey Into Spring (C) (Schoenfeld) .....E 28m. 4595  
 Miracle Of Todd-AO, The (TC)  
 (MAGNA) .....E 15m. 4551  
 N.Y., N.Y. (TC) (UA) .....G 15m. 4552  
 Patterson vs Johansson Fight (UA) .....E 17m.  
 Scotland (CS;TC) (BV-Disney) .....E 25m. 4539  
 Thrill Of A Lifetime (CS;C) (Howco) .....G 11m. 4576  
 Unknown Italy (C) (Schoenfeld) .....F 12m. 4595  
 Wales (BV-Disney) (CS;TC) .....G 25m. 4532

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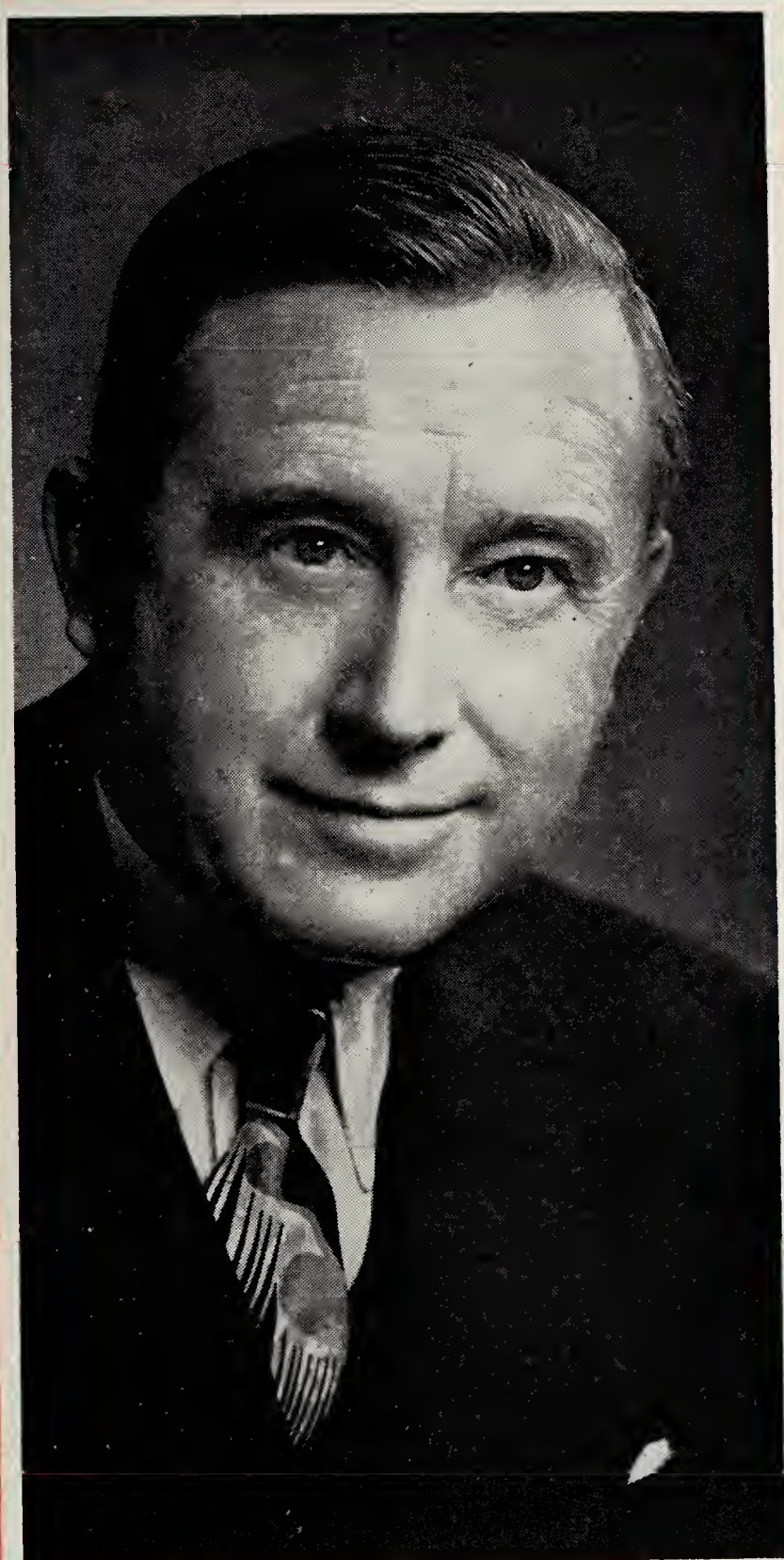
JULY 15, 1959

Volume 62

Number 10

IN THREE SECTIONS • THIS IS SECTION ONE

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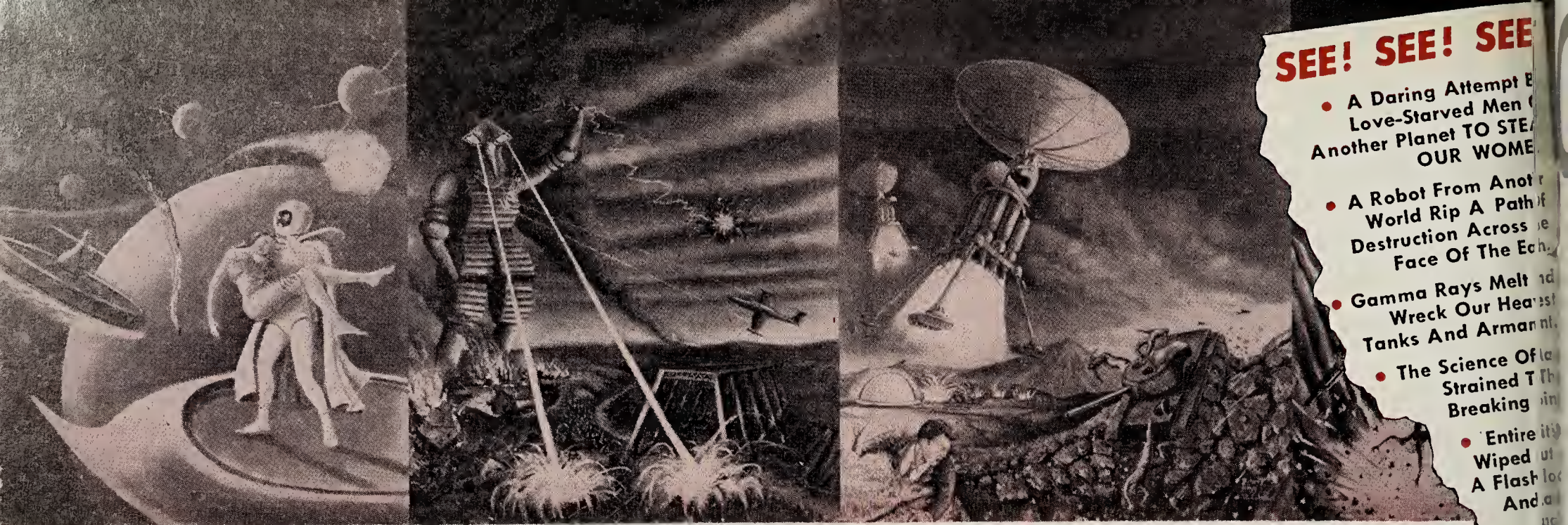
(See Page 9)

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**editorial:** The "Lady" And The Law . . . (See Page 7)





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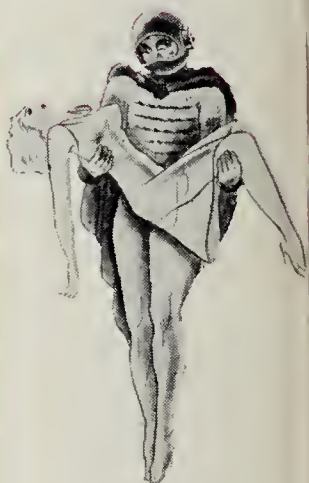
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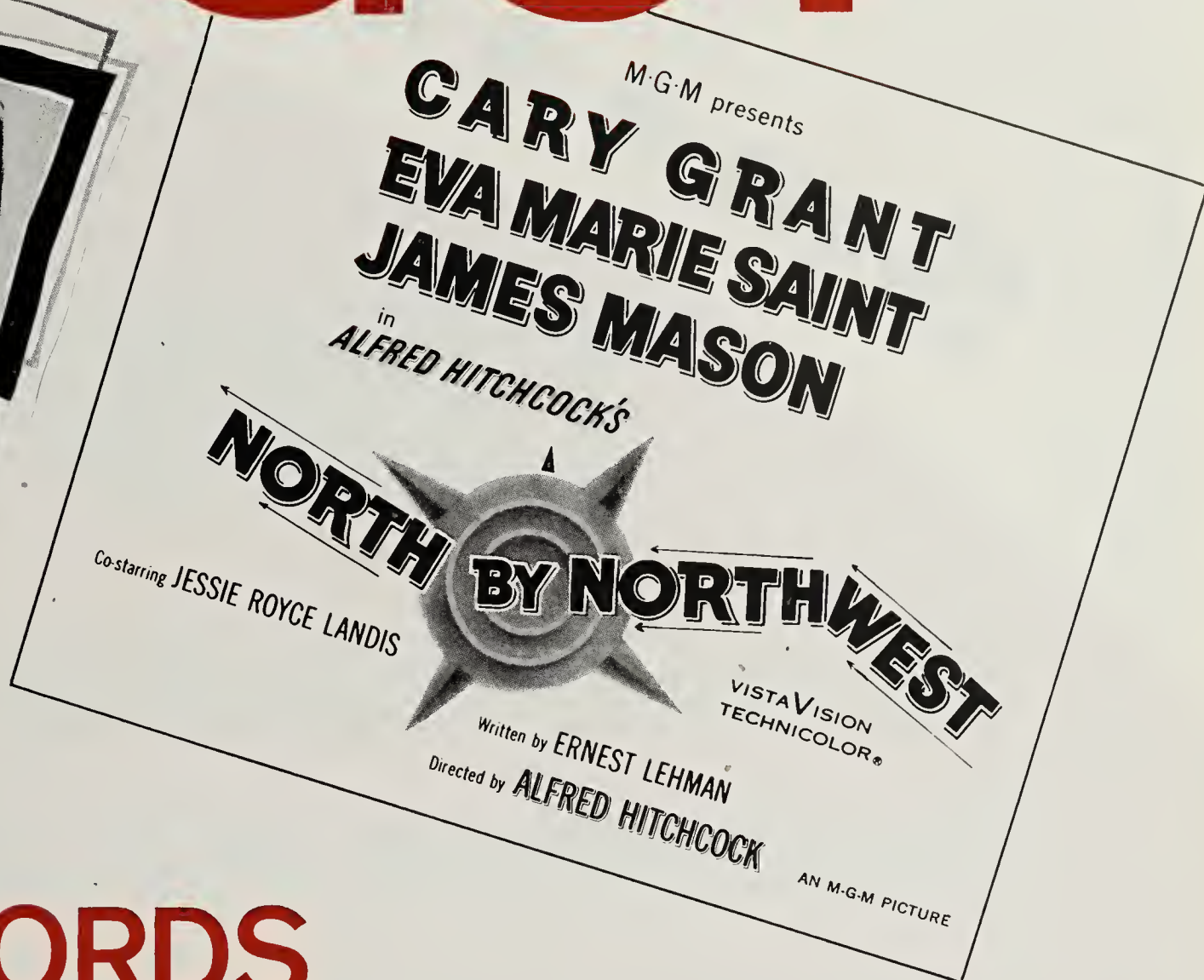


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# Letters . . .

**UNSOLICITED** • The letters from readers which appear on this page are not solicited. MOTION PICTURE EXHIBITOR does not suggest questions to readers in order to provide a flow of letters.

From ESHOWE, ZULULAND, S. A.

Please reinstate us on your subscription files and, if at all possible, send all of the back issues that we have missed.

As a suggestion, how about printing some South Africa Cinema news? I'm sure that the A.M.P.E. in Johannesburg would supply it.

R. A. LAGERWALL  
Star Theatre

*EDITOR'S NOTE: We will be happy to add Johannesburg to our existing correspondents in London, Toronto, Hollywood, New York and more than 30 U.S. cities. We have so informed the A.M.P.E.*

From BISMARCK, N. DAK.

May I take this opportunity to thank you for the editorial, "A DEATH IN STURGIS, SOUTH DAKOTA," published in your June 10 issue. The original article in the Sturgis Tribune was very well written and you de-

serve generous praise for reprinting it.

You may be interested to know that an enterprising exhibitor, Ken Christiansen of Washburn, North Dakota, was able to engineer and secure similar support from his Washburn (N.Dak.) Leader and Wilton (N. Dak.) News (see enclosed clipping of the "Just Musing" column of June 26 that reprints the Sturgis editorial and adds more of their own views). I personally took a copy of this, and through exhibitor John Thies, the editor of the Mountrail County Promoter (Stanley, N. Dak.) published a strong plea for the support of local theatres (see enclosed clipping of the "Odds 'n Ends" column of July 1).

With concerted and wise effort by theatre-men, I believe that similar help could be obtained anywhere, and that it could turn into a country-wide crusade. Towns and editors at long last can become alerted to what is taking place via free TV.

It is my sincere belief that your editorial

comments on industry subjects are the finest. Such continued good effort is bound to arouse the best elements in the industry, and to put them to work directing the industry into its rightful place in American community life.

LEO A. ZEITLMANN

*EDITOR'S NOTE: Excerpts from Mr. Zeitlmann's two clippings are being reprinted in an accompanying box. The effect of TV on both theatres and small-town newspapers is interesting and new to us. It is an added string in our bow!*

From ST. LOUIS, MO.

Having followed Mr. Disney's meteoric rise through his interest in catering to "Kids," I am inclined to believe that he has no "peeve" on Kids.

Along with being a genius in the medium of pleasing children and their parents, it appears that Mr. Disney is a shrewd and wise business man. No business man with the objective of realizing a profit from his investment and his effort can continue giving his wares and merchandise away free. Exhibitors did it for 18 years, as you say, and have been complaining of bad business right along. I think that Paramount and Disney showed the way for the exhibitors to re-appraise their situations and charge a nominal admission for children even if it is 10 cents or more. The children will better appreciate what we offer, and will conduct themselves better, if they have to pay a nominal fee. Since the "children-under-12 free" idea came along, exhibitors have been complaining, and along with that came the completely obnoxious ideas of "Buck A Carload," "Dusk to Dawn," and other gimmicks.

Reappraisal will show you that "Buck A Carload" means a great loss just as "children-under-12-free" does. It is high time that all of us in the exhibition end of the industry look upon competition with fairness, and work together to boost our business as Mr. Disney does by creating interest, and, if possible, by working together with him by adopting his TV, Radio, and other novelty methods to brainwash our patrons into attending our theatres and drive-ins oftener. And paying a fair price, when they do.

"Children-under-12 free" and "Buck A Carload" cheapens our industry. A reasonable individual admission of 50 cents and 10 cents or more upholds our industry's dignity. Exhibition should aim hard and fast to change these give-away policies before they wreck all theatres, booth roofed and drive-ins.

THOMAS JAMES, Chairman of the Board  
Missouri-Illinois Theatre Owners Assn.

*EDITOR'S NOTE: We agree with you. As long ago as May 25, 1955, in an editorial titled "GIVING THINGS AWAY IS NOT SHOWMANSHIP," we drew attention to free admissions of all kinds, and whether adults or children. We have repeated the same views on many occasions since. But we believe this is an evil that should be corrected as an all-industry movement on all pictures, and not on just an isolated picture or two. If all standard exhibition contracts required that some admission, of some size, must be paid by every patron entering every theatre, it would get no argument from us.*

*More current editorials on this subject appeared in the issues of July 1 and July 8, 1959.*

From OKLAHOMA CITY, OKLA.

I don't see how anyone could get along without MOTION PICTURE EXHIBITOR.  
ROY C. KENDRICK  
Lakeside Theatre

## HELP . . . FROM LOCAL NEWSPAPERS

(See letter from Bismark, N.Dak.)

"For obvious reasons, we are interested in the prosperity of business establishments in this or any other community. The more we have, the more complete our shopping or business district is, and the better we are able to compete with larger communities for your weekend (and weekday) shopping. Since the advent of television, small towns have "hurt," and the injury began with the local theatre and newspaper. One has attempted at least to help the other. The theatre owners found that many people stayed home and watched TV; the home town newspaper editors suddenly found heretofore welcome and appreciated advertising either completely eliminated or cut down. The smaller the town the worse the situation was, for both newspaper and theatre.

"The past week, a couple of items have come to our attention. Casselton, a community larger than all but Garrison (in this county) had been without a theatre for two years; their theatre re-opened recently. Business places in Casselton expressed their appreciation with a full page ad in the Casselton Reporter.

"But, for a sadder story. Here are excerpts from an editorial in the Sturgis (S.D.) Tribune: etc."

*Above excerpt from the "Just Musing" column of the Washburn (N. Dak.) Leader and from the Wilton (N. Dak.) News under date of June 26, 1959.*

"On our recent trip to Colorado we noticed one thing of a discouraging nature in several cities and villages we passed through. A surprisingly large number of movie theatres have been closed down. Even such large cities as Cheyenne, Wyo., had their casualties prominently displayed in their downtown districts. Deadwood, S.D., a city of over 3,000 has only one theatre and it is closed most of the time, opening spasmodically when a convention or some other activity is underway. At nearby Sturgis, S.D. the Black Hills Amusement Co. recently announced it was forced to cease operations of their Dakota Theatre.

"In North Dakota theatres at Mohall and Casselton have been reopened after being closed some time. At Casselton business places expressed their appreciation with a full page ad in their local paper.

"In Stanley we are fortunate to have a theatre proprietor who has recently gone to considerable expense to remodel his establishment to make it more attractive and comfortable for his patrons. We sincerely hope that community support will continue, and increase, for this endeavor.

"A theatre seems to be a central focal point of evening activity of any town. Take it away and the town immediately takes on the appearance of back sliding. Visitors passing through a community that has boarded up business places in the downtown district wonder about the economic stability, and prospects are reluctant to engage in new business enterprises. Give your TV sets a rest and see how enjoyable it is to get out at least one evening a week and take in a local movie. You'll enjoy yourselves."

*Above excerpt from the "ODDS 'n ENDS" column of the Mountrail County Promoter (Stanley, N. Dak.) under date of July 1, 1959.*



# 41 Years of Service to the Theatre Industry

Founded in 1918. Published weekly by Joy Emanuel Publications, Incorporated. Publishing office: 246-248 North Clorion Street, Philadelphia 7, Pennsylvania. New York field office: 8 East 52nd Street, New York 22. West Coast field office: Poul Monning, 8141 Blackburn Avenue, Los Angeles 48, Calif. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Joy Emanuel, publisher; Poul J. Greenholgh, general manager; Albert Erlick, editor; M. R. (Mrs. "Chick") Lewis, associate editor; George Frees Nonomaker, feature editor; Mel Konecok, New York editor; Tom Werner, Physical Theatre and Extra Profits departmental editor; Albert J. Martin, advertising manager; Max Codes, business manager. Subscriptions: \$2 per year (50 issues); and outside of the United States, Canada, and Pan-American countries, \$5 per year (50 issues). Special rates for two and three years on application. Second class postage paid at Philadelphia, Pennsylvania. Address all official communications to the Philadelphia publishing office.



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JULY 15, 1959

## THE "LADY" AND THE LAW

WHEN THE NINE JUSTICES of the United States Supreme Court, constituting the highest legal authority in the land, were in agreement that the Regents of the State of New York could not deny a license for the showing of "LADY CHATTERLEY'S LOVER," a celebrated case became history. But, in a case where no dissent was filed, there were no less than seven opinions resulting from the judges' efforts to express their different views. This single fact furnishes some indication of the complex considerations involved, and of the differences of opinion that were not resolved.

Contrasted to the judicial wisdom and divergent views of such an august body, a board of six elderly ladies and a police commissioner had no difficulty at all banning the showing of "ANATOMY OF A MURDER" in the great city of Chicago. To this latter board, it was all very simple and no problem at all. Black was black, white was white, and "Freedoms" or "Amendments" are something that only apply in racket investigations, or Fourth of July speeches.

Such are the nether poles of censorship as they apply to our industry. Fortunately, the judicial seems to be arriving in time to cut the heroine loose from the railroad tracks before the train driven by dictatorial police chiefs or vote-getting district attorneys cuts her in two. But the average theatremen shouldn't just relax and believe that he has a license to play anything or everything that will make a buck.

There are many things that are normal and moral and legal in themselves, that would be lewd and indecent if exhibited in public. And there are many feature films being imported into domestic distribution channels today that could not receive the judicial protection that was accorded "LADY" or "ANATOMY." The theatremen who play such junk can be arrested, can be jailed, and can be fined.

So don't look on the recent Supreme Court decision as a dropping of all bars and restrictions. It isn't! And the smart theatremen will still be governed by good taste and good judgment, in choosing his screen entertainment.

## THE VOICE OF THE TURTLE

THE OLD SAW that "Everybody talks about it, but nobody does anything about it" can be applied to more than the weather. Many theatremen, both inside and outside of theatre associations, have expressed their belief that in the solving of exhibitor problems there are too many resolutions, and too much parliamentary procedure, but not enough concrete action. In other words, too much "talk" and not enough "do."

Out in Kansas City, a year or so ago, Howard E. "Jamey" Jameyson proposed that theatremen pool a substantial investment and actually buy stock in the film producing companies that are our supply sources. It was his thought that such action would promote exhibition's interests by providing it with a voice and an influence as stockholders. So he invited a small group of friends to join with him, and \$100,000 was subscribed. Motion Picture Investors, Inc., was chosen as their corporate name.

The first year has now ended, and a 15 percent stock dividend has been distributed to all M.P.I. members. But, more important, this trial run has proved what can and can't be done.

So President Jameyson has announced the next giant step. A drive will be started to increase the fund to \$2,000,000. J. Robert Hoff, president of the Ballantyne Co. of Omaha, is taking a six month leave from his company to sales manage the effort. Home offices will remain in Kansas City, but other surrounding areas in the midwest will be opened with resident managers in each. As the idea spreads, the voice of M.P.I., like "the voice of the turtle," should be heard louder and louder in industry corporate meetings, "throughout the land."

From all of this, it certainly would seem that they are "doing something about it" at M.P.I.

## OLD MOVIES AND TV AUDIENCES

THE LACK OF SELECTIVITY and of quality demanded by TV audiences is best proved by some recent statistics published in the TV trade press. With between one quarter and one third of all TV's hours in the major centers devoted to old movies, it seems that many are repeated and re-repeated, in some cases as many as 15 times. In the Los Angeles and San Francisco areas, for example, each averages close to 190 old movies per week, or just short of 10,000 old movies per year. Over and over they go, with only the headache powder or liver pill commercials changing, and evidently their audiences continue to watch.

From this it seems safe to draw some conclusions.

First: While large enough audiences will continue to look at the same old features over and over again, there shouldn't be the same demand for our post-1948 product. Why give

them anything newer?

Second: Such a TV audience can't be considered a theatre potential for they will obviously look at the same show over and over again, due only to its availability and to its price. In other words, for free they'll buy anything.

And Third: Such repetition, not only of old movies but of old TV shows, should drive an ever increasing number of the intelligent, with the money to pay, back to the movies if for no other reason than to see something new, and fresh, and different.

Since the beginning of "talkies" there haven't been enough old movies made to satisfy such a voracious appetite. One day, TV will need to get down to repeating the old TV shows only. When that time comes the real competition between movies and TV will begin.



# NEWS CAPSULES

## Chi Revises Censorship

CHICAGO—Under a revised censorship ordinance introduced in City Council last week the city's police commissioner would be empowered to ban the exhibition of "objectionable" films for persons under 18."



## BROADWAY GROSSES

### "Anatomy" Leads Holdovers

NEW YORK—In an all hold-over week, Radio City Music Hall and the Criterion led the parade.

"SAY ONE FOR ME" (20th-Fox). Paramount (\$39,453)\*—The fourth week was sure of \$32,000.

"THE NUN'S STORY" (Warners). Radio City Music Hall (\$147,610) — Thursday through Sunday accounted for \$97,000, with the fourth week bound to top \$160,000.

"THIS EARTH IS MINE" (U-I). Roxy (\$55,405)—Friday, Saturday, and Sunday reported at \$30,000, with the third and last week anticipated at \$43,000. Stage show.

"THE FIVE PENNIES" (Paramount). Capitol (\$33,350)—The fourth week was expected to hit \$34,000.

"HOUND OF THE BASKERVILLES" (UA). Victoria (\$22,900)—The second session dropped to \$12,000.

"THE HORSE SOLDIERS" (UA). Astor (\$25,630)—The third week was heading toward \$33,000.

"ANATOMY OF A MURDER" (Columbia). Criterion continued on a smash basis with \$51,500 reported for the second week.

"MIDDLE OF THE NIGHT" (Columbia). Forum did \$14,500 on the fourth week.

"SOME LIKE IT HOT" (UA). Loew's State claimed \$25,394 for the 15th week, with the Sunday of the 16th week doing \$4,742.

"DIARY OF ANNE FRANK" (20th-Fox). RKO Palace announced \$16,000 for the second week of a continuous showing policy. The film is now in its 17th week at the house.

\*Figures in parentheses represent 1958 averages as compiled by MPE.

## Anatomy Of A Murder

Otto Preminger does it again with an unquestioned boxoffice blockbuster, two hours and 40 minutes of dramatic dynamite supplied by a superb cast. James Stewart is better than ever; Lee Remick, quite a dish, shows why she is rising so fast; Arthur O'Connell is perfect as the brilliant, but alcoholic attorney; and Ben Gazzara is properly puzzling as the defendant.

"Anatomy" shapes up as a definite contender in the Oscar derby, and Columbia should insist on the playing of this one on a single-bill policy only.

A big bow to all concerned in its making, and a special doff of the cap to Joseph Welch, famous attorney who portrays the judge. It's an inspirational piece of casting and other powerful exploitation angle. Grab "Anatomy"! It's Money, and the quickest 160 minutes you'll ever sit through.

—J. E.

A Quick Summary of All Important Industry News Condensed for the Busy Executive.

FORMS FOR THIS PAGE CLOSED AT 2 P.M. ON MON., JULY 13

## NT Mulls Change In Corporate Name

LOS ANGELES—National Theatres, Inc., this week announced a proposed change in name to National Theatres and Television, Inc. (NT&T).

Announcement of the change, which is subject to stockholders' approval, was made jointly by B. Gerald Cantor and John B. Bertero, chairman of the board and president, respectively.

"The inclusion of 'Television' in our corporate identification," the joint statement said, "reflects our constantly expanding activities in all phases of television. Last year we bought and are now operating WDAF-TV and AM in Kansas City. More recently, the company acquired National Telefilm Associates, Inc. (NTA), one of the industry's most active program distribution organizations. Through NTA we are also operating WNTA-TV and WNTA-AM and FM in the New York City metropolitan area and KMSP-TV and WNTA-AM and FM in the New York City metropolitan area and KMSP-TV in Minneapolis-St. Paul. Just a few weeks ago, we also acquired a community antenna television system in Williamsport, Pa.

"In the future, we plan to expand our television and radio holdings to the limits permitted by the FCC."



Irwin Ullman, recently named general manager of Hellman Drive-In Theatres in Philadelphia, and who previously was Albany district supervisor of Fabian Drive-In Theatres, is seen here with his father, Saul J. Ullman, now retired after being Albany zone manager for Fabian Theatres for over 30 years.



## FILM FAMILY ALBUM

### Arrivals

Cynthia Blau, wife of Martin Blau, assistant publicity manager, Columbia Pictures, gave birth to a boy, Clifford Irwin, on July 10 at White Plains Hospital, New York.

Mr. and Mrs. Martin P. Salkin welcomed a daughter, Cathy Lynn, born recently at Lenox Hill Hospital, New York City. They have another daughter and a son. The mother is the daughter of Milton R. Rackmil, president, Universal Pictures and Decca Records, and the father is a vice-president and director of Decca.

Harold Spero, national sales director, President Films, became the proud father of a son, Elliot Curt, born on July 4 at Bronx Hospital, New York City. Mrs. Spero was a stage actress before her marriage. The parents have two other sons.

### Gold Bands

Lucille Carver, executive secretary to president Woodrow R. Praught, United Detroit Theatres, became Mrs. John Daniel Wilson last fortnight.

### Diamond Rings

Mr. and Mrs. Bernard R. Goodman, Westwood, Cal., announce the engagement of their daughter, Linda Barbara, to Steven Laifman, with an Autumn wedding planned. Miss Goodman's father is vice-president of Warner Brothers Distributing Corporation.

### Obituaries

John T. Adler, 50, former president, Allied Independent Theatre Owners of Wisconsin and a member of the current board of directors, died suddenly on a golf course in Marshfield, Wis. He is survived by his wife and two daughters. He owned the new Adler and a drive-in in Marshfield, Wis., the Adler, Neillsville, and the Palace, Waupaca.

M. B. Bilimoria, of M. B. Bilimoria and Son, Bombay, India, died recently there. He made frequent trips to the U. S. and was one of the pioneers in India film industry.

R. A. Erickson, 47, owner, Tower Twin Drive-In, Abilene, Tex., died last fortnight following a long illness from cancer. In 1958, he led a successful fight against the Abilene Censor Board.

William R. Ferguson, MGM's exploitation director until his retirement in 1950, died of a cerebral hemorrhage at Wells, Maine. One of the best known figures in the exploitation field, he joined MGM in 1920 and was with the company continuously for the next 30 years. He is survived by his wife.

Elmer C. Rhoden, Jr., 37, died in St. Luke's hospital, Kansas City. He was the son of Elmer C. Rhoden, Sr., civic leader and motion picture executive; and was president of Commonwealth Theatres from March, 1959, until about three months ago when he suffered a heart attack and resigned. He resumed business activities about six weeks ago with the founding of Premier Productions, a television film concern in which he and his brother, Clark, owned the controlling interest. He served in the Army Air Corps in World War II. He is survived by his parents, his brother, his wife, and a daughter.



# Battered N.Y. Censors Regroup Forces

## "Chatterley" Decision Draws Conflicting Opinion On What Happens Now To State Film Control

ALBANY—It will be fall before a decision is made on possible changes in the New York State film licensing statute, as a result of the U.S. Supreme Court unanimous ruling that the state ban on "Lady Chatterley's Lover" should be lifted.

This appeared certain in the light of developments following receipt here of copies of the decision. While the Law Division of the State Education Department studied the ruling and the Joint Legislative Committee on Offensive and Obscene Material, through Chairman Joseph R. Younglove, indicated there would be "conferences" with the Education Department and the Attorney General's office on the desirability of amending the law, there was no likelihood of a quick determination.

The Board of Regents will not have a "discussion meeting" until the last week in September, and Assemblyman Younglove stressed there was "no hurry" on the part of his group, which sponsored bills tightening film censorship at the 1958 and 1959 sessions, to take action because amendments can not be introduced before the Legislature convenes next January.

Younglove, incidentally, was the only legislator to release a statement on the Supreme Court decision. He was "amazed" and "unable to comprehend the reasoning of the learned judges."

"I certainly do not agree with them," his statement declared. "This may be a good legal interpretation of law but it does not make good common sense to me. Perhaps we need less law and more sense."

On the other side, Assemblyman Bentley Kassal, Manhattan Democrat-Liberal, while not touching directly on the decision because he had not yet found time to study it, asserted he was "opposed to the basic concept of pre-censorship."

Assemblyman Kassal, a lawyer, was very much at odds with the Pennsylvania idea of placing the burden of proof a film was not obscene on the exhibitor. Assemblyman Marano, a strong advocate of censorship, also took a position against that section of the Pennsylvania statute, as did Assemblyman Daniel M. Kelly, New York Democrat-Liberal.

One Senator, familiar with film censorship legislation, opined that the New York State operation might be "tottering." Another lawmaker thought the Supreme Court decision "earth-shaking" in its possible significance to motion picture people; a third called the ruling "revolutionary."

Assemblyman Marano held out hope the forces supporting motion picture licensing would be better organized by the time the next legislative session opens.

Dr. Hugh M. Flick, ex-director of Motion Picture Division, State Education Department and current executive assistant to State Education Commissioner James E. Allen, Jr., not only expressed the opinion that strong support for film regulation existed, but that sentiment for it was "growing." Eventually, he thought this development would have an effect on the courts.

Flick underlined the "complexity" of a

## "Anatomy" Opens Chi Run After Court Rout Of Censors

CHICAGO—U.S. District Judge Julius H. Miner last week issued an injunction prohibiting the City Censors from interfering with the exhibition of Otto Preminger's Columbia release, "Anatomy Of A Murder."

The picture immediately opened at a downtown theatre, which had held the film on reserve for a week while the litigation pended.

In his opinion, Judge Miner said he could not regard the film "as depicting anything that could be reasonably conceived as corrupting public morals. Taken as a whole, the film can not be placed in the category of being obscene or immoral because its dominant theme does not tend to incite passion."

problem which many think is "simple of solution" by pointing to the five separate opinions in the 4-3 decision of the State Court of Appeals upholding the Regents' ban on "Lady Chatterley's Lover," and the six opinions, plus a 5-4 split in one phase, of the Supreme Court's findings on that film.

He declared: "This is only one part of a much larger problem—the impact of communications on a highly developed society. There is an urgent need for a long-range study of this highly involved problem. Perhaps it could be financed by a large foundation."

Flick called attention to the fact Ephraim London, attorney for Kingsley International Pictures Corporation, had applied for a license to exhibit "Lady Chatterley's Lover" the morning after the Supreme Court decision.

The only locally publicized reaction to that ruling by an industry man came from Alfred G. Swett, district manager for Stanley Warner. He was quoted as saying: "We have no intention of showing the film here. We have proven to ourselves in the past that showing a film of this sort, which the majority of people in the area are against, is not good business."

Swett also manages the Strand, one of two SW houses which took a financial beating after Bishop William A. Scully banned them for Catholics for six months because they showed "Baby Doll" (condemned by the Legion of Decency).

The official Catholic reaction here to the Supreme Court finding in "Lady Chatterley's Lover" was in the form of an "Evangelist" editorial which declared, "The authority of Almighty God was shockingly mocked this week by a decision of the U.S. Supreme Court."

## 'Morality' Amendment Proposed By Five Southern Legislators

WASHINGTON—A proposed Constitutional amendment to guarantee the right of any state to enforce censorship of motion pictures and printed material was seen here last week as a jab at the U.S. Supreme Court and its recent censorship rulings, particularly the case of over-ruling New York City censors in the "Lady Chatterley's Lover" case.

The draft was prepared by Senator James O. Eastland, of Mississippi, regarded as long

(Continued on page 23)

## Exhibs Concerned In N.O. Ad Censorship

NEW ORLEANS—Motion picture people, as well as those in other fields of entertainment, are disturbed over The Times Picayune-New Orleans States and combined New Orleans Item newly inaugurated policy of censorship for advertising.

According to a representative of the newspaper's amusement advertising, if and when any advertisement presented contains any phrase, line, or pictorial material pertaining to lasciviousness of the attraction, or stimulating of thought of impropriety, or any catchlines, either suggested by press books or created by the exhibitor himself, constituting "a serious threat to public morality," it will positively not be accepted by them for public announcement.

"Our decision of censorship of advertising is the result of stacks of letters received daily during the past months from church, fraternal and school groups, as well as individuals, who petition and protest, some demanding that such trashy and indecent advertising should and must be stopped if we aim to hold a commanding position in the public's minds and in readership," said he.

But, several people in the theatrical field, both motion pictures and live shows, allege the immediate cause of the action is a recent article in Times Picayune by a clergyman, concerning an illicit carnal act and the stabbing to death of a girl by a teen-age boy held in high esteem by teacher, schoolmates, neighbors, parishoners, and friends. The clergyman insinuated that such "fiendishness" is infused in youngsters by some motion pictures and TV shows, and added that the advertising carried in the paper is "disreputable and portrays innuendo and suggestiveness."

New Orleans and adjacent communities under New Orleans jurisdiction have no censorship ordinance for films or for any other phase of entertainment, and thus far none has ever been proposed.

## "Sneaky" Doings For "Ben Hur"

NEW YORK—Not only has the world-premiere of MGM's \$15,000,000 production of "Ben-Hur" at Loew's State next fall become a matter of unprecedented interest in the trade, but now theatres throughout the country are besieging the MGM studio and the New York sales office for the chance to have the sneak preview scheduled for somewhere, sometime in September.

From a half dozen cities have come pleas for the unheralded secret showing to be put on in their localities.

MGM is determined that the "Ben-Hur" sneak preview will be the "sneakiest" on record. They want the first public showing of the picture to be before a typical, unprepared, American audience, without the usual "preview" addicts. The exact time and precise city will be kept secret until a few hours before the unveiling.

## NT Declares Dividend

LOS ANGELES—The board of directors of National Theatres, Inc., has declared a quarterly dividend of 12½ cents per share on the outstanding common stock. The dividend is payable July 30 to stockholders of record at the close of business on July 16.



# "S.P." And "Porgy" Indicate Future Full Of Black Ink For Magna Firm

NEW YORK—President George P. Skouras and A. E. Bollengier, vice-president and treasurer, assured stockholders at an annual meeting last fortnight that Magna Theatre Corporation was headed for future profits.

Skouras reported that in his opinion, a "very substantial progress" was made in the last 12 months and augured well for the future.

The Todd-AO Corporation, he said, has received and is receiving substantial royalties from "South Pacific" and the prospects of royalties to come from "Porgy and Bess," together with future productions of others, such as Fox and Magna, give sign of a very healthy future of the Todd-AO Corporation, which is a wholly-owned subsidiary of Magna.

Skouras stated that as a result of the refinancing of Magna, "all of the debentures have now been paid and the corporation is in a position to move forward toward the production of other pictures in the Todd-AO process." He pointed out that the sole indebtedness of Todd-AO Corporation now remaining is \$2,860,000 to the Magna Corporation and \$1,150,000 to American Optical Company, with payments of interest and principal on the indebtedness to begin in May, 1960.

Skouras informed the stockholders that the domestic road shows of the Todd-AO version of "South Pacific" earned a film rental of \$6,200,000 from March 19, 1958, to June 30 of this year from 58 such engagements in the U.S. and Canada. In the foreign market, he said, showings of the film in Todd-AO pulled a total rental of \$3,700,000 up to June 15 of this year. He added that 35mm version of the film is now being shown at advanced prices in 160 U.S. theatres to results "beyond expectations." It will be generally released in the U.S. and Canada and various parts of the world later this year. "I feel confident," he said, "that the picture can reach a \$25,000,000 mark in film rentals."

Bollengier said that money coming in from the 35mm showings will be "gravity."

The stockholders approved actions taken by the company to refinance its outstanding \$4,000,000 of six per cent debentures due June 1 of this year. A stock option plan involving up to 70,000 shares of Magna common in which Skouras and Bollengier will not be eligible to participate was also okayed, as were a new contract for Skouras and Bollengier.

Reelected to the board were Skouras, Bollengier, Irving Cohen, Oscar Hammerstein II, Herbert P. Jacoby, and James M. Landis. New directors endorsed by the stockholders were MacMerrill Birnbaum, Robert A. Naify and Joseph M. Sugar, who is Magna vice-president in charge of domestic distribution.

## Fla. Exhibs Set Meet

NEW YORK—The Motion Picture Exhibitors of Florida, an affiliate of the Theatre Owners of America, will hold its annual convention at the Robert Meyer Hotel in Jacksonville, Fla., on Oct. 4, 5 and 6, president Arnold Haynes of Naples, Fla., announced. Arvin Rothchild, National Theatre Enterprises, Jacksonville, is chairman of the convention arrangements.

## South Bend Theatre Sues For Damages, First Runs

SOUTH BEND, IND.—South Bend Palace Theatre, Inc., operator of the Palace, filed suit in Federal District Court against AB-PT and its subsidiaries, Public Great Lakes Theatres, Inc., Publix South Bend, Inc.; Indiana Amusement Enterprises, former operator of the Palace, and B and K.

The suit charges that the Palace, for several years prior to 1955 one of four downtown houses operated by the defendants, lost its first-run status in an alleged agreement splitting initial runs between the AB-PT subsidiaries and the Lewis Cochovety interests. This agreement is claimed to have been made in connection with the settlement of an anti-trust action filed by Cochovety, then operator of the Avon, another downtown house.

Palace contends it has been denied an opportunity to compete with the other houses, resulting in deterioration of the theatre and damage to good will. Treble damages of \$2,100,000 are sought.

## Edwards Joins Col. Unit

NEW YORK — Steve Edwards has been named special promotion coordinator for the Columbia Pictures spectacular, "The Warrior and the Slave Girl," it was announced by Robert S. Ferguson, national director of advertising, publicity and exploitation.

Edwards previously served as advertising-publicity manager of Rank Film Distributors of America for two years. From 1945 to 1956 he was director of advertising, publicity, and exploitation for Republic Pictures.

## Electrovision Buys Five D-I's

HOLLYWOOD—Electrovision Corporation last week concluded the first step in acquiring 29 theatres and other property from the Lippert Circuit with the purchase of five drive-ins in the Fresno area, for an undisclosed price. The purchase will enlarge Electrovision theatre holdings to 38 theatres and other properties.



Joseph E. Levine, president, Embassy Pictures, recently greeted Aline Czarjarcwicz, Embassy's director of foreign productions with headquarters in Rome, upon her arrival at New York's Idlewild International Airport. She will tour key cities promoting Levine's Warners release, "Hercules."

## Two AB-PT Circuits Map Box Office Effort

DETROIT—An all-day conference of managers and executives of two AB-PT subsidiaries, United Detroit Theatres and the Northio Circuit, took place last week. Following the morning session called to order by Woodrow R. Praught, president, UDT, and vice-president of the circuit operating in Ohio and Kentucky, the meeting adjourned to lunch at the Detroit Press Club. There honor was done to Otto Preminger, commemorating the world premiere here of his "Anatomy of a Murder."

The group listened to a talk from Hal Neal, vice-president and general manager of still another AB-PT subsidiary, station WXYZ, who, as guest speaker, discussed modern methods of radio movie merchandising, and appraised the group of a new institutional plan the station contemplates to stimulate away-from-home-entertainment.

Theme of the meetings was "Orderly Profits," for which Praught gave credit to AB-PT vice-president Edward L. Hyman, who introduced the idea recently at a company meeting at Lake Kiamesha. Better business building underlay all phases, and note was made of the abundance of high-grade product on which to launch campaigns the rest of the year.

Circuit officials presiding over the meeting were W. R. Praught, G. W. Green, T. W. Byerle, C. E. O'Bryan, R. E. Salter, and E. J. Welling.

Ohio Northio managers who attended the session were Bill Dodds, Paramount, Hamilton; Rufus Shepherd, Rialto, Hamilton; James Rairdon, Paramount, Middletown; Warren McIntyre, Palace, Marion; Jack Lee, Paramount, Fremont; M. E. Grubb, State, Bellevue; and James Toombs, Kentucky, Danville, Kentucky.

Of the United Detroit group, managers present were Lincoln Friend, Michigan; Charles Whitaker, Palms; Glenn McLean, Madison; Richard Sklucki, Broadway-Capitol; Jack Sage, Fisher; Calvin Collard, Woods; August Sermo, Cinderella; Jack Cataldo, Ramona; Marie Olcese, Vogue; Frank Perry, Varsity; Dale Killeen, Norwest; M. W. Rose, Birmingham; Keith Musser, Bloomfield; and Lee Young, Mel.

## Disney, MacLaine Honored

BERLIN—At the recent Berlin Film Festival that had the participation of 52 nations, 44 with films, a "Golden Bear" was awarded Walt Disney's "White Wilderness" and a "Silver Bear" was awarded Shirley MacLain for the best performance by an actress for MGM's "Ask Any Girl."

The "Silver Bear" for the best performance by an actor went to France's Jean Gabin for "Archimede le Clochard." A "Silver Bear" also went to Akira Kurosawa chosen as best director for Japan's "Three Rascals In A Hidden Fortress." The French entry "Les Cousins" won the "Golden Bear" grand prize.

The "Golden Bear" for the outstanding cultural film went to the Netherlands entry, "Praise The Sea."

Dr. Alfred Bauer, director of the festival, said he regarded the event a great success.

## Cleveland Okays "Anatomy"

CLEVELAND—Following a screening for local police officials Otto Preminger's "Anatomy Of A Murder," released by Columbia, was okayed for local showing at the Allen. It was agreed that the dialogue of the picture was used "matter of factly and not obscenely."



**bold drama!**

**boxoffice dynamite!**

*the next reason why  
the hottest story in the  
industry today is  
the 20th-Fox success story!*

# **blue denim**

**THE MOTION PICTURE WHICH TALKS "HEART TO HEART"  
WITH YOUNG AMERICA IS BOUND TO BECOME THE  
MOST TALKED-UP ATTRACTION OF THE YEAR!**





A MESSAGE TO SHOWMEN  
FROM 20TH CENTURY-FOX  
ABOUT

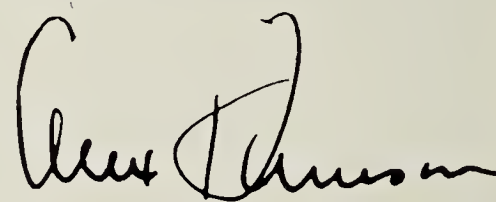
blue

Within the next week or ten days we will proudly make available prints of BLUE DENIM for screenings. This is a picture that *must* be seen before any bookings are made or exploitation and publicity campaigns are planned, because it is a far cry from the usual run of pictures. It is strong entertainment with something important to say, ingredients which guarantee it real attention from today's public which demands those very things.

Here is a motion picture that should be seen by every man, woman and teenager in the U.S.

The men who made it, Mr. Charles Brackett, distinguished producer and past President of the Motion Picture Academy of Arts and Sciences, and Mr. Philip Dunne, noted director and screenwriter, believe that the screen can be candid and provocative about a subject which affects millions of young Americans and their families in our present society.

I think you will share my pride in being associated with the release of BLUE DENIM.



ALEX HARRISON  
General Sales Manager

THE HOTTEST STORY IN THE INDUSTRY TODAY



# denim

20<sup>th</sup>  
Century-Fox  
presents

## blue denim

starring CAROL LYNLEY

BRANDON de WILDE

MACDONALD CAREY

MARSHA HUNT

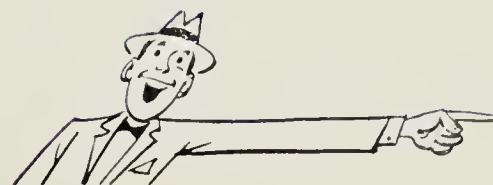
Produced by CHARLES BRACKETT Directed by PHILIP DUNNE

Screenplay by EDITH SOMMER and PHILIP DUNNE

CINEMASCOPE  
STEREOPHONIC SOUND



THE 20TH-FOX SUCCESS STORY!



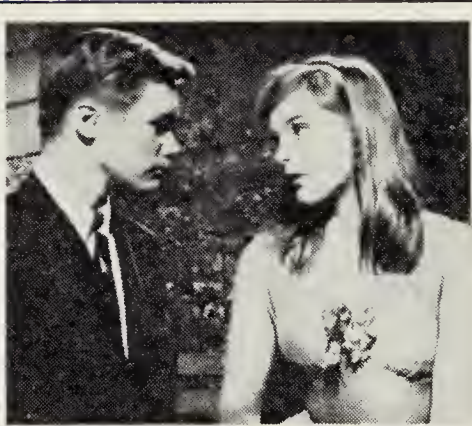


# THE PLAN TO PROMOTE blue denim NATIONAL IN CONCEPT, LOCAL IN PENETRATION



**CAMPAIGN YOUTH-TESTED, YOUTH-APPROVED**  
by the councils of leading national youth organizations

## SERIES OF NATIONAL FULL-PAGE MAGAZINE ADS



**the motion picture "blue denim" talks  
heart to heart with young America!**

**Listen** to the sounds of "blue denim" to Janet, age 15, saying "Maybe I could just disappear somewhere or—just kill myself!" Listen to Arthur, age 16, saying "I'm responsible and I know a way out!"

**Ask yourself** how could it happen to Janet so shy, so young, so very much like yourself! Where did she go wrong and why? WHY? WHY? And what about the boy—he was really a decent kid... ask his mother, his father, his friends!

**Listen** with compassion and understanding! Don't close your eyes and pretend these things don't happen to nice kids too!

**"Blue Denim"** goes into the solutions teenagers are forced to find for themselves! It is a strong drama with a viewpoint.

20th Century Fox presents "blue denim" Carol Lynley, Brandon de Wilde, MacDonald Carey, Marsha Hunt

in publications with a readership market of 122 million



## JOAN CRAWFORD

**PRE-SELLS "BLUE DENIM"**  
IN THEATRE TRAILER  
from National Screen Service

## 10-DAY NEWSPAPER CAMPAIGN DETAILED IN PRESSBOOK

SHOWS YOU AN  
ORIGINAL CONCEPT  
OF ANNOUNCEMENT,  
TEASER AND  
DISPLAY ADS

## 10 DAYS FROM NOW YOU'LL MEET THE KIDS IN "blue denim"

ONLY YESTERDAY PLAYMATES. NOW SUDDENLY "MAYBE I COULD JUST KILL MYSELF!" NOW LISTEN TO RESPONSIBLE! THEY WERE TOO YOUNG TO LOSE THE AFTERMATH HAD TO FACE THESE ARE THESE ARE



## UNIQUE CAROL LYNLEY TRAILER FREE FROM 20th!

in which a star-building subject has won the acclaim of showmen everywhere! Use in advance! (Narration by Robert Wagner)

## NATIONWIDE "BLUE DENIM" FORUMS

generating big interest among editors, writers, educators, religious leaders, medical men



## RADIO AND TV SPOTS STAR JOAN CRAWFORD

who launches *Blue Denim* provocatively and impressively in materials available free from 20th!



## CAROL LYNLEY ON TOUR



influencing press, radio and TV opinion-makers in hundreds of areas throughout the country



the  
hottest  
story  
in the  
industry  
today  
is the  
20th-Fox  
success story!



AND MORE,  
MORE!  
MORE!



NOTED COMMENTATOR

**ARNOLD MICHAELIS**

has recorded

**SPECIAL**

**PROMOTION RECORD**

for radio stations nationally...  
featuring conversations with  
leaders in education, psy-  
chiatry, religion, medicine,  
social agencies

## Movie Cover PAPERBACK BOOK EDITION of BLUE DENIM



NOW ON STANDS

**BIG MUSIC  
PROMOTION**

of title song with  
**DICK CARUSO**  
on MGM Records



## Penna. Studies Penal Code Changes To Permit Banning "Lewd" Pictures

HARRISBURG—The State Justice Department is planning amendments to the Penal Code banning lewd movies in the light of a recent Supreme Court ruling that the state's present law was unconstitutional.

Governor Lawrence asked Attorney General Anne X. Alpern to proceed "with all due speed" to recommend actions by which the state may "maintain proper morality and moral concepts through censorship where necessary."

In a letter replying to Gov. Lawrence's request, Miss Alpern said it was her "considered judgment that nothing in the recent decisions of the Supreme Court of the United States and the Supreme Court of Pennsylvania prevents censorship of obscene or pornographic movies.

"I call your attention to the fact that in the opinion of the Supreme Court of Pennsylvania, Justice Curtis Bok specifically states that prosecution can be brought under the common law where an obscene picture is being exhibited," she said. "The showing of obscene matter is a misdemeanor under the common law and punishable by imprisonment."

A Senate bill bans the showing of incidents that will incite children under 17 to crime, but Miss Alpern said "no decision has been reached in that area" by her department.

"We are preparing amendments to the act so as to limit its application to obscene and pornographic matter as required under the opinions" of both Supreme Courts, she said.

"The Penal Code is also being amended so as to impose stiff penalties for obscene and pornographic showings.

"There are certain other areas that need to be amended in conformity with the recent opinions of the appellate courts, particularly as to advertising matter and isolated pictures, which must now be considered in the light of the entire move."

Miss Alpern took steps to make the outlawed act conform with the Supreme Court decision following a conference with Judge Michael J. Eagen, Scranton, who was reversed by the appellate tribunal after convicting a Scranton drive-in manager for exhibiting a burlesque type film, "Uncover Girls." Judge Eagen is the Democratic nominee for the Supreme Court seat held by Judge Thomas D. McBride.

In addition to tightening the penal code, Miss Alpern said the obscenity provision of the 1957 act would include stiffened penalties raising the fine from \$2,000 to \$3,000 and increasing the jail term from two to three years.

The immorality provision, crux of the Supreme Court decision, will be stricken from the penal code.

Miss Alpern said the bill now before the Legislature regulating the exhibition of obscene movies to children under 17 has been amended in anticipation of the Supreme Court decision and would stand up under constitutional tests.

### Fox, Life Boost "Angel"

NEW YORK—Andrew Heiskell, publisher of Life Magazine and vice-president of Time, Inc., and Charles Einfeld, 20th-Fox vice-president last week convened a series of joint advertising, promotional, and exploitation conferences on behalf of the forthcoming special section in Life which deals with "The Blue Angel."

The meetings concerned the joint effort which will be made by both the film company and the magazine to pre-sell "The Blue Angel" and "the unusual and provocative" ad which will appear in an August issue of Life.

Participating in the discussions, in addition to Einfeld and Heiskell, were 20th-Fox general sales manager Alex Harrison, advertising director Abe Goodman, exploitation

### Bergman Heads "Beach" Unit

NEW YORK—Stanley Kramer and Max E. Youngstein, vice-president of United Artists, announced the appointment of Maurice Bergman to serve as supervisor of the global premiere unit, to coordinate the world-wide activities and promotion presenting "On The Beach" in 25 cities, in six continents, on Dec. 17.

In addition to directing the activities of the special unit, Bergman will work closely with other UA executives.

manager Eddie Solomon; Christy Wilbert, vice-president of the Charles Schlaifer Agency; and Life personnel Earl Wakefield, motion picture advertising director; Bert Lange, marketing manager; and Charles Hogan, advertising services manager.



**ARTHUR GODFREY**

**TV AND RADIO SHOWS**

feature CBS NETWORK DISCUSSIONS between

**BRANDON de WILDE**

AND

**SAM LEVENSON**

(TELEVISION)

**ROBERT Q. LEWIS**

(RADIO)



# Plenty Of MGM Production Activity With 44 Features In Varying Stages

NEW YORK—With 28 major story properties in preparation, seven to start during the next three months, three completed last week, and two currently filming, MGM's forthcoming production program has been scheduled to maintain a consistently high level of activity through the balance of 1959 and into 1960, it is announced by studio head Sol C. Siegel.

In addition, 11 films have been set for release, including the biggest production in motion picture history, the spectacular "Ben-Hur," which will world premiere this fall at Loew's State here.

This brings the total of pictures projected and completed to 44, assuring MGM a steady flow of important product well into next year.

The following pictures are in final pre-production preparation for filming: "The Gazebo," starring Glenn Ford, Debbie Reynolds, and Carl Reiner, to be produced by Lawrence Weingarten for Avon, directed by George Marshall; "The Subterraneans," starring Leslie Caron and George Peppard, Arthur Freed Production to be directed by Terry Sanders; "Please Don't Eat the Daisies," starring Doris Day, David Niven, and Janis Paige, to be produced by Joe Pasternak for Euterpe, directed by Charles Walters; "Bells Are Ringing," starring Judy Holliday and Dean Martin, Arthur Freed Production, to be directed by Vincente Minnelli; "Key Witness," to be produced by Pandro S. Berman for Avon, directed by Phil Karlson; "The Adventures of Huckleberry Finn," to be produced by Sam Goldwyn, Jr.; and "The Secret Classroom," to be produced by Pandro S. Berman for Avon.

Also in active work are "Go Naked in the World," to be produced by Aaron Rosenberg for Arcola, directed by Randal MacDougall; "Lady L," Julian Blaustein Production; Edna Ferber's "Cimarron," to be produced by Edmund Grainger; "A Voice at the Back Door," to be produced by Aaron Rosenberg for Arcola; "Platinum High School," starring Mickey Rooney, an Albert Zugsmith Production; "Recollection Creek," to be produced by Pandro S. Berman for Avon; "The Travels of Jaimie McPheeters," to be produced by Lawrence Weingarten for Avon; "The Elsie Janis Story," starring Shirley MacLaine, to be produced by Joe Pasternak for Euterpe; "Four Horsemen of the Apocalypse," Julian Blaustein Production; "Ever for Each Other," to be produced by Pandro S. Berman for Avon; "Unholy Spring," to be produced by Joseph Pasternak for Euterpe; "Devil May Care," starring Frank Sinatra, Buckingham T.F.T. Corporation, to be produced and directed by Garson Kanin; "Bridge to the Sun," Julian Blaustein Production; "Butterfield 8," starring Elizabeth Taylor, to be produced by Pandro S. Berman for Avon; "Chautauqua," to be produced by Edmund Grainger; "I Thank a Fool," to be produced by Karl Tunberg; "Sweet Bird of Youth," to be produced by Pandro S. Berman for Avon; "County Fair," to be produced by Richard Lyons.

Productions to be assigned in the near future are "Spinster," "The Golden Fleecing," and "Prisoner in Paradise."

Pictures completed include "Home From the Hill," starring Robert Mitchum and Eleanor Parker, produced by Edmund Grainger, directed by Vincente Minnelli; "The Time Machine," starring Rod Taylor, a Galaxy Films Production, produced and di-

## Conn. Exhibs Fight Law Assigning Police To Theatre

HARTFORD, CONN. — Paul Tolis and Polycrates Davey, owners, Newington, Newington, Conn., have brought Superior Court suit against the town of Newington and Police Chief William E. Halleran in protest against assignment of policemen to the theatre during performances.

They seek to recover \$1,024.42 paid in policemen's salaries, and they want a ruling on the new public safety ordinance adopted in Newington Nov. 25, 1958.

Exhibitors, through counsel—Hartford law firm of Ribicoff and Kotkin—allege that the chief's action in assigning men to the theatre is "arbitrary, capricious and contrary to law." Moreover, they charge the ordinance is against the general state statutes in that the chief of police lacked authority to enact such an ordinance.

Tolis and Davey want a temporary and final injunction restraining Halleran from assigning police to the theatre.

## Screen Gems Merged Into Col. Organization

HOLLYWOOD—In line with the move of Irving Briskin from Screen Gems to Columbia Pictures as a vice-president, Samuel J. Briskin, Columbia's vice-president in charge of studio operations, announces that the entire west coast Screen Gems operation will be integrated into the overall Columbia studio organization.

The move, effective immediately, will be gradual in its actual integration. It will bring the Screen Gems operation under the same roof with the parent company. Screen Gems is the wholly-owned television subsidiary of Columbia.

Four major departments of Screen Gems, production, story, casting and publicity, will first be integrated within the framework of the existing Columbia studio organization.

## O'Donnell Selling Two Pix

NEW ORLEANS — Robert O'Donnell, nephew of Interstate's R. J. O'Donnell, left for Atlanta to finalize a deal on two independent pictures he is handling, "Killer Shrews" and "The Great Gila Monster."

Fred Goodrow concluded a deal with him to handle the films in this area.

irected by George Pal; "The Last Voyage," starring Robert Stack, Dorothy Malone, and George Sanders, an Andrew and Virginia Stone Production, produced and directed by Andrew L. Stone.

Pictures before the cameras are "Never So Few," starring Frank Sinatra and Gina Lollobrigida, a Canterbury Production, produced by Edmund Grainger, directed by John Sturges; "The Wreck of the Mary Deare," starring Gary Cooper and Charlton Heston, a Julian Blaustein Production.

Completed and scheduled for release are "Ben-Hur," "North By Northwest," "It Started With a Kiss," "Libel," "The Beat Generation," "The Scapegoat," "For the First Time," "The House of the Seven Hawks," "Tarzan the Ape Man," "The Big Operator," "Girls' Town."

## Non-Theatrical Experts Offer Boxoffice Advice

OLD POINT COMFORT, VA.—At the annual convention of the Virginia Motion Picture Association at the Chamberlin Hotel here last fortnight, Paul Roth, vice-president, Roth Enterprises, Silver Springs, Md., was moderator at a session at which the exhibitors were told how to increase their business by a panel of non-theatrical experts.

The advice was dispensed by R. B. Hill, Jr., partner in Waller and Woodhouse, certified public accountants in Norfolk; Harvey Hudson, manager, radio station WLEE, Richmond; Bill Geitz, program manager, WTAR-TV, Norfolk; Duff Kliever, president, WVEC-TV, Hampton; Ed Meyer, general manager, radio station WGH, Hampton; and Jack Wright, owner, Wright Advertising Agency, Newport News.

Mentioned among the things the theatre-men must do is to clean up, keep their seats in good condition, use every conceivable device to attract teen-agers and older people, and go out and publicize their theatres to let the public know what they have to offer.

Nathan D. Golden, director, Scientific Motion Picture and Photographic Products Division of the Business and Defense Services Administration of the U.S. Department of Commerce, told the exhibitors that he did not see toll-TV emptying the nation's theatres. He also differed with those who blame empty theatres on poor product. He said he was unable to tell theatre operators how to meet their competition in any great detail, but "can only stress that your past triumphs resulted from giving the people what they wanted and a comfortable environment in which to enjoy it." He cited changes in the people's environment and to the age composition of our population, the movement to "suburbia," and the proportionate number of youngsters and oldsters in our population. "These people will have more money to spend and more leisure in the decade ahead. They will want entertainment and be willing to pay for it."

Clarence P. Moore, regional director, Small Business Administration, told the convention that the possibilities for the extension of loans to small exhibitors are very good. He encouraged "the little fellows" to present themselves at the regional office of the SBA and discuss their financial troubles with an eye to applying for financial assistance from the Government to help solve their difficulties.

Roy Richardson, Suffolk, was named president of the group succeeding Syd Gates.

Jerome Gordon, Newport News, was named new vice-president. Vice-presidents continued in office were R. G. Flanary, Jr., and William Dalke, Jr. Jeff Hofheimer, Norfolk, was elected treasurer; John Broumas, Washington, secretary; J. K. Crockett, Virginia Beach, sergeant-at-arms. Carlton Duffus remains as executive secretary.

Ten state district directors and 10 directors at large were elected by the Association.

## Lessor Takes Fox, Detroit

DETROIT—After 20 years of occupancy, National Theatres ceased to be the tenant of the Fox on July 5.

Efforts to renegotiate the lease, originally drawn up in 1939, with a 10 year extension which was renewed in 1949, were unsuccessful. The Woodmount Corporation, owners of the Fox Building, will take over the 5,100-seater.



# Disney, ABC Conflict Over Trust Charges

NEW YORK — Roy Disney, president, Walt Disney Productions, declared last fortnight that the fact that the company lost money on all of its television programs produced for ABC television network was not the key point in Disney's suit filed in Federal District Court here recently.

He declared that the company's legal advisers hold that the Disney-ABC agreement signed in 1954 "violates the Federal Anti-Trust Act."

Disney's three-point suit against ABC asks the Court to decide if this is so; to solve the financial obligations on the part of Disney, which are in dispute between the two parties; and recompense for an unstated amount under escalations in the agreement to cover increased union scales and other added production costs.

Disney claimed that ABC's offer to allow Disney to sell to other networks or stations the "Zorro" and "Mickey Mouse Club" programs the network is dropping next year was "an 11th hour offer made the day the suit was filed."

According to Disney, ABC's financial investment in Disneyland Park is about 35 per cent. He said that in negotiations with ABC over the 1954 pact, Disney had offered a total of \$6,750,000 to buy this interest, but that ABC had refused this offer.

Disney said that the original agreement covered only programming by the network, with limited sales to the Canadian market and areas of Mexico close to the U.S. border; that residuals and foreign market sales were to be retained by Disney, and that his company was to receive all revenues from network sales less time costs.

ABC declared in a statement that "Walt Disney Productions and ABC entered an agreement in 1954 whereby in exchange for ABC's financing Disneyland Park and agreeing to buy the "Disneyland" program, now "Walt Disney Presents," for seven years with very substantial minimum guarantee, Disney granted an exclusive on his TV programs to ABC."

It said ABC has lived up to its agreement in all respects, but despite this, Disney Productions has been making efforts to change the conditions of the agreement and modify the exclusivity provisions. The statement added that if the financial obligations of Disney to ABC were met, "ABC, even though it is not contractually obligated to do so, would be willing to permit Disney to release programs elsewhere."



film school.

His plan entails hiring a young and talented newcomer in the writing field to be present at the making of each of his pictures from here on starting with his "The Guns of Navarone." They will learn the various phases of picturemaking first hand by being on the set each day, his theory being that you can't learn to write a screenplay properly "locked" in an office. The apprentice will be paid a living wage with the only condition being that Foreman gets first refusal on the first script.

The plan has aroused the interest of British filmmakers. He hoped American filmmakers would join in the plan or possibly develop a practical film school embracing all phases of production. He called this a constructive way to look to the future. Foreman bemoaned the industry coming to a standstill in talent development during the so-called "panic" years, and as a result of this, the only source of young blood is coming from TV.

He believed the industry should gamble on new people who can make pictures and particularly slant them for that large segment of the audience in the 16 to 23 age group. Stimulating younger audiences could be exciting and profitable for the industry. He noted that "The Mouse That Roared" was made by relative newcomers, and he hoped it would set an example for others to make similar films. He expected his company to turn out one or two smaller films per year.

In the discussions Foreman has had with Abe Schneider, he reported that the Columbia prexy has great confidence in the future of the business and would like to see new "blood" come into the industry. Another Foreman opinion is that the industry suffers from too much sophistication.

Foreman hopes to start the five million dollar "Guns of Navarone" in January, 1960, and to complete same by June. It will run about three hours and will probably be sold on a roadshow basis if it comes out as anticipated. Groundwork for public acceptance is in the process of being formulated from here on in. The Gregory Peck-Anthony Quinn starrer will probably be released in October of 1960 in 70mm. It will feature a prologue of 12 to 15 minutes of animation and live action to be made by United Productions of America.

# The NEW YORK Scene

By Mel Konecoff

PRODUCER-WRITER Carl Foreman, in town last week with a print of "The Mouse That Roared," one of the smaller pictures made by his company, and to confer with Columbia president Abe Schneider, reported that he has instituted a plan to help develop new writers. He labeled it a scholarship apprentice scheme which will be used by his English production company and possibly by other producers in that country. Some of these were hoping to get the British Government to donate some of the tax monies collected from the industry to establish a British

## Universal Sales Meet Maps Release Plans

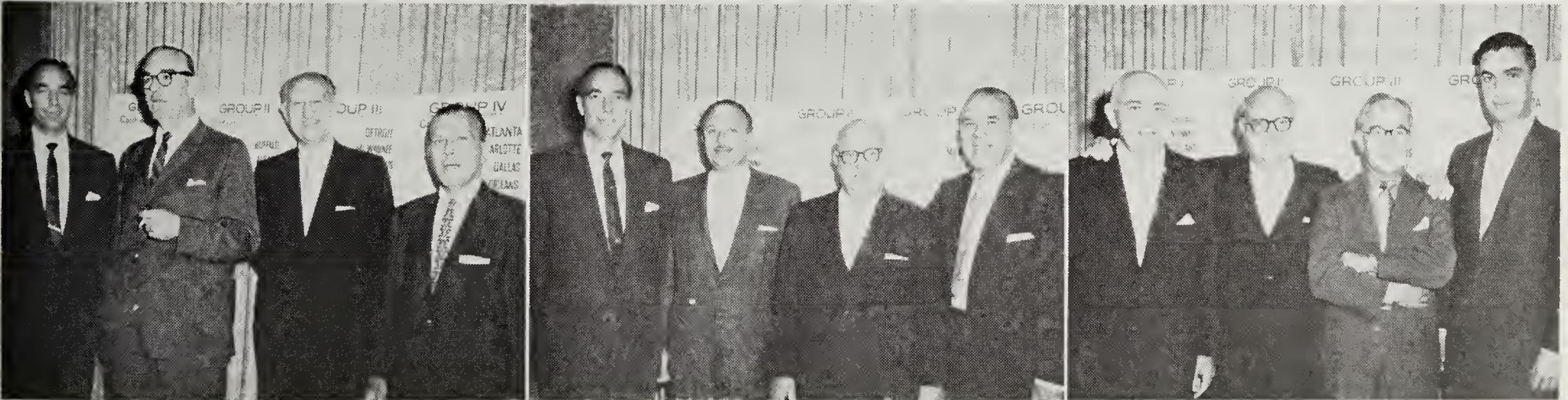
CHICAGO — Universal Pictures Company will hold a three-day sales executives conference at the Hotel Drake here starting today (July 15) to map releasing plans for the coming months, it was announced by Henry H. Martin, Universal general sales manager, who will preside.

Milton R. Rackmil, president of Universal, will participate in the sessions.

Distribution plans to be set include those on "Pillow Talk," the Arwyn Production in Eastman Color and CinemaScope starring Rock Hudson, Doris Day, Tony Randall, and Thelma Ritter; the Granart Production "Operation Petticoat" in Eastman Color starring Cary Grant, Tony Curtis, Joan O'Brien, Dina Merrill, Arthur O'Connell, and Gene Evans; the \$9,000,000 Bryna Production

"Spartacus" in Technirama starring Kirk Douglas, Laurence Olivier, Jean Simmons, Tony Curtis, Charles Laughton, Peter Ustinov, John Ireland, Nina Foch, John Dall, and John McGraw; "The Snow Queen," the full length animated feature in color based on the Hans Christian Anderson fairy tale; and the Rank Organization production "Sapphire" in Eastman Color, which is currently a smash in England.

Attending from New York along with Martin will be F. J. A. McCarthy, assistant general sales manager, and James J. Jordan, circuit sales manager. Regional sales managers participating will be Joseph B. Rosen from New York; Barney Rose from San Francisco; P. F. Rosian from Cleveland; and R. N. Wilkinson from Dallas.



Columbia Pictures recently held a three-day series of sales meetings in New York City to discuss merchandising policies on forthcoming product; and seen, left, left to right are Milton Goodman, home office sales executive; I. Harry Rogovin, New England division manager; Samuel A. Galanty, midwest division manager from Washington, D.C.; and Harry Weiner, Philadelphia district manager; center, left to right,

Milton Goodman, home office sales executive; Carl Shalit, central division manager from Detroit; Jerome Safran, home office sales executive; and Ben Marcus, midwest division manager from Kansas City; and, right, left to right, Jack Judd, southwest division manager from Dallas; Saffron; L. E. Tillman, northwest division manager from San Francisco; and Norman Jackter, southern California and Rocky Mountain manager.





## CANADIAN Highlights

By Harry Allen, Jr.

ACQUISITION of a substantial block of shares in Consolidated Theatres, Ltd., Montreal, has resulted in changes in its operation. The shares were taken by United Amusements Corp., Ltd., and Famous Players Canadian Corp., Ltd.

United Amusements Corp., in which Famous Players is an important shareholder, will take over the operation of the Consolidated theatre interests. These interests include the Princess Theatre property, a lease on Her Majesty's Theatre, Montreal legitimate house, and the Corona in St. Hyacinthe, Quebec. It operates the Capital, Palace, Loew's, and Imperial, Montreal, under a management agreement with Famous Players. Through associated companies, Consolidated Theatres is also interested with Famous Players in the operation of the Orpheum and Alouette, Montreal, and the Victoria, Classic, and Sillery, Quebec City.

The changes announced by Lester Adiman, elected successor to J. Arthur Hirsch as president of Consolidated at a meeting of the board of directors last week, also resulted in John J. Fitzgibbons, president of FPCC, becoming chairman, and William Lester, president of United, vice-president and general manager. Other officers drawn from Famous Players, United, and Consolidated are Angus MacCunn, secretary; R. W. Bolstad, treasurer; and George Arnott, comptroller. Also directors are Thomas Cleary and George Destounis.

The result of the changes will be a consolidation of manpower and resources, better to meet the competition from TV and provide the latest and best French- and English-language pictures to theatregoers in Quebec, said Lester.

**SHOW BUSINESS** opened its heart to get behind the annual Variety Baseball Game to raise \$35,000 for the Heart Fund, despite rain which kept attendance to 5,256. The whole project was under the leadership of Frank Streaan and stacked up as the most promising of its history until the weather played a dirty trick. A car was donated, and a fine show was provided by Al Siegel in cooperation with Joe Poster and Dave Bessin of Theatrical Attractions. The souvenir program was put together by Bert Brown, while Harry Sullivan was responsible for the stage and Ed DeRocher looked after the ticket sales. The club also picked up a \$500 cheque, the result of a theatre night by the Hamilton Theatre Managers Association. The presentation was made by Don Edwards and Joe Dydzak. The night was held at the Dydzak Drive-In at Clappison's Corners, donated for the cause. . . . Variety Club was recipient of \$500 willed to it by the late Jess Kaplan, a customs-broker who did much work for the film industry. . . . Early returns from the seven Canadian locations which carried the closed-circuit telecast of the Patterson-Johansson fight indicated that the gross will be over \$55,000. Meantime, every one of United Artists' 80 print-order for Canada of the fight has been booked solid three days after the bout, reported Charles S. Chaplin, general manager of United Artists. . . . The seven Russian films being distributed by as many film exchanges in the United States are being handled in this country through Artkino Films, which is distributing them through Astral Films, Ltd. . . . Assistant manager Wayne Campbell, 21, Odeon Palace, Hamilton, was arrested for the conversion of \$1,847. The theatre was closed following a fire deliberately set, destroying the office of the manager, Gordon Gotts. Campbell's arrest followed discovery of 22,000 tickets and some theatre records that had been thrown over the side of the Hamilton mountain.

### Trust Suit Seeks \$450,000

MINNEAPOLIS—Bert and Freeman Parsons, who operate the Eastman, St. Cloud, Minn., last fortnight filed an anti-trust suit against the major distributors and AB-PT in U.S. District Court.

It is claimed that a conspiracy exists between the circuit and the distributors to discriminate against the Eastman in favor of two circuit houses, the Hays and Paramount, St. Cloud. Financial damage to the Eastman is claimed, and \$450,000 in treble charges asked.

The Parsons acquired the Eastman from AB-PT when the circuit had to give it up to comply with terms of the consent decree. A system of competitive bidding used by the majors among all three St. Cloud theatres was abandoned some time ago.

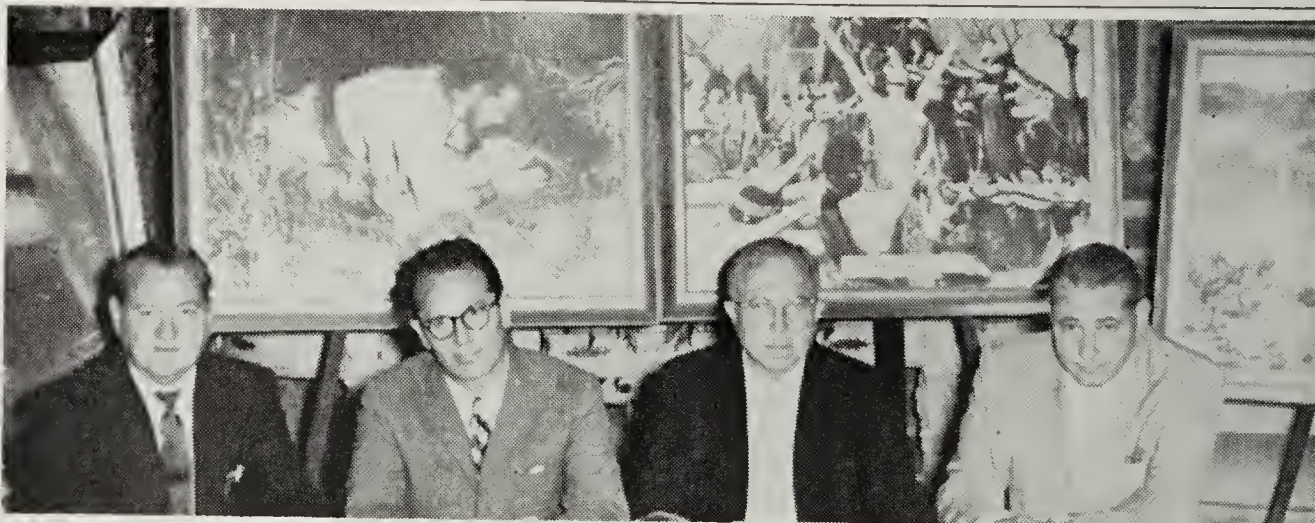
### NTA Coast-Bound

NEW YORK — The home office of National Telefilm Associates, Inc., will be moved to Beverly Hills, Cal. on Oct. 1, it was announced last week by Ely A. Landau, chairman of the board.

The new NTA west coast offices will be consolidated with those of National Theatres, Inc., which acquired NTA recently. Headquarters will be in a new office building in Beverly Hills.

### Col. Production In High Gear

HOLLYWOOD — Columbia Pictures' summer production activity went into high gear July 13, according to Samuel J. Briskin, vice-president in charge of studio operations, when three features started before the cameras. Two of them, "Who Was That Lady?" and "The Gene Krupa Story," are being made at the studio, while the third, "Gulliver's Travels," is filming on location in Spain.



Plans for the mammoth promotion of United Artists' "Solomon and Sheba" were discussed recently at the Plaza Hotel, New York City, by, left to right, William J. Heineman, vice-president in charge of distribution; Roger H. Lewis, national director of advertising, publicity and exploitation; director King Vidor; and Arnold M. Picker, vice-president in charge of foreign distribution.

## Canadian TOA Leads Battle Against Pay-TV

NEW YORK—The story of how residents of Galveston and Dallas, Tex., swamped their City Councils with protests against applications for Cable Pay-TV franchises, is being told to Canadian newspapers by Canadian theatremen.

As part of their campaign to acquaint the public with the costs of Pay-TV, and the probable impact upon free commercial television, Canadian exhibitors, under the leadership of Joseph Strauss, president, Canadian chapter of Theatre Owners of America, are sending their newspapers factual material on public reaction to Pay-TV proposals in the United States.

Canadian TOA is spearheading a campaign to bring Pay-TV data to the attention of the Canadian residents and legislators, in view of the fact that Famous Players Theatres of Canada has announced its intention to run a Cable Pay-TV this fall in Etobicoke, a suburb of Toronto.

The initial reports on Galveston and Dallas relate how applications for Cable-TV franchises were submitted to the respective City Councils by syndicates of private individuals, and how the Councils in both cities were swamped by protests and refused to act on the franchise requests. In Galveston, more than 14,000 mailed protests were received in a week; in Dallas, the total was nearly 100,000.

### Solomon Leases N.Y. House

NEW YORK — Berk and Krumgold, theatre realty specialists, announced last fortnight that they have consummated a long term lease for the 800 seat Tribune, located at Park Row and Frankford Street, New York City.

This theatre occupies a unique spot in that it is the pioneer movie house in the downtown financial district and is located in the old New York Tribune Building. Due to the reconstruction of the Brooklyn Bridge approach, and the demolition of the old New York World Building, the lobby had to be moved and rebuilt on Frankford Street immediately adjoining Park Row. It is the only motion picture theatre in the downtown financial district, and until recently enjoyed most of its patronage throughout the normal business hours. This is now being amplified by the great amount of housing projects to the east of Park Row which have brought a large residential population into the area.

The lessee is Solomon Enterprises, Inc., headed by Murray Meinberg, while the lessor is Arthur Enterprises, Inc.







The Most Inspiring Story of Love

# THE BIG F

*Centurion Films, inc.*  
*presents*  
THE **ROWLAND V. LEE** PRODUCTION



HOWARD **KEEL** • SUSAN **KOHNER** • JOHN **SAXON** • MARTHA **HYER** • HERB

**A RESERVED SEAT ROAD SHOW PRESENTATION IN 7**



Faith the World Has Ever Known!

# SHERMAN



TECHNICOLOR® PANAVISION®  
STEREOPHONIC SOUND

Directed by  
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# **THE BIG FISHERMAN**

PANAVISION® · TECHNICOLOR® · STEREOPHONIC SOUND

**WORLD  
PREMIERE  
ENGAGEMENTS**

**IN NEW YORK**

August 5<sup>th</sup> at the world showplace  
**RIVOLI THEATRE**

**IN HOLLYWOOD**

August 12<sup>th</sup> at the magnificent **NEW  
VOGUE THEATRE**

*and* **IN PRINCIPAL CITIES IN OCTOBER**

This distinguished production distributed by Buena Vista



## Mullin Again Heads New England Allied

BOSTON — Martin J. Mullin, president of New England Theatres, Inc., was again elected president of Allied Theatres of New England, an unaffiliated exhibitor organization comprising 200 theatres. Robert M. Sternburg, who will succeed Mullin as president of NET in January, was elected a vice-president and director at this annual meeting.

Other vice-presidents elected were Samuel Pinanski, president, and Edward S. Canter, treasurer, American Theatres Corporation; Ben Domingo, Keith Memorial; Harry Feinstein, Stanley Warner Theatres; and William Elder, northeast division manager, Loew's Theatres, Inc.

Stanley Sumner was reelected treasurer, and John J. Ford, president of Maine and New Hampshire Theatres, was reelected chairman of the board.

Directors are Walter A. Brown, president, Boston Garden; Theodore Fleisher, president, Interstate Theatres; Winthrop S. Knox, Jr., president, Middlesex Amusement Company; James A. Bracken, Stanley Warner Theatres; Philip J. Smith, president, Smith Management; Richard Dobbryn, Maine and New Hampshire Theatres; and Max I. Hoffman, B and Q Theatres.

Frank C. Lydon was reelected executive secretary and was also elected to the board of directors.

William Elder replaces Charles E. Kurtzman, who has been appointed to a national assignment by Loew's Theatres, Inc. Kurtzman was presented with a going-away gift.

## Something New In Sales

MERIDIAN, MISS. — A. L. Royal revealed last week at the Mississippi Theatre Owners Convention in Biloxi, Miss., what is termed as the Royal Incentive Plan of selling "Natchez Trace," a new Zachary Scott independent release.

Royal says that about the fairest method of selling pictures is the sliding scale, but points out that this doesn't give much inducement to spend money in advertising it. Consequently, he has worked out the following plan: base rental is 50 per cent, but a discount of two per cent will be allowed for every inch of newspaper advertising used up to a total of 8 inches, or a total of 16 per cent discount on film rental; plus other discounts amounting to 30 per cent if the exhibitor does all of the specified things to exploit and advertise the film as suggested in the press book.



## LONDON Observations

by Jock MacGregor

Les Ambassadeurs Club? There before lunch over gins and tonic and plain tomato juice for those who "never touch a drop till the sun is over the yardarm," you will find the trade foregathered.

It was there that Associated British's Macgregor Scott queried why I was not at the Berlin Film Festival as a sort of intro to the fact that he had just returned with C. J. Latta, Dr. Eric Fletcher, and other AB personalities from successfully launching Sir Michael Balcon's first for the company, "Siege of Pinchgut," in which Aldo Ray stars.

Not to be outdone I countered with, "Would I see him at the San Sebastian festival?" to learn that he would be resting in preparation for the first Moscow junket. He is taking a jet load of personalities headed by Richard Todd, Janette Scott, Sylvia Syms, and a Pathe News cameraman to Russia. While "Mac" has no film entered, he is a great believer in "showing the flag" as the surest way to overseas sales. Incidentally, Associated British is really flying high. Helped considerably by TV interests, Sir Philip Warter has been able to announce a record trading profit for the year of \$15,218,000—an increase of \$5,443,200—and a 60 per cent dividend.

Also at Les A was Bill Levy, who has just resigned as assistant managing director of Columbia here. London has become so much a second home to this friendly American who has spent many years selling movies overseas that he is staying as a producer's representative.

Sydney Box was there to tell me how pleased he was to have captured Bill Gell, Jr., who has worked so long with his father in Monarch Films, to supervise distribution in his new Sydney Box Associates set-up. At another table I found his sister, producer Betty E. Box, with her director, Ralph Thomas. They were just back from location hunting in Italy to finalise the cutting of "Upstairs and Downstairs," their new comedy for Rank about which the studio buzz is most enthusiastic.

Also seated around the tables were Jim Carreras with Syd Mirkin, Columbia's production publicity co-ordinator, no doubt congratulating themselves on "Yesterday's Enemy," tipped as a real winner; UA's Monty Morton lunching with Dave Bickler; Nat Cohen and Stuart Levy, congratulating themselves on the business being done by "Horrors of the Black Museum."

**BIGGEST INDOOR EVENT** of the week was the lavish party of 1,000 lanterns which John Davis hosted at London's Festival Hall after the charity premiere of "Ferry to Hong Kong," Rank's most expensive offering in a long while. I cannot help feeling he must have felt embarrassed, with some of the press, unimaginatively, comparing him to the late Mike Todd. "JD," the brilliant business brain behind Rank's countless world wide activities, whose intimate knowledge of the most minute details of operations at home and abroad is a source of amazement to all, is a unique personality in his own right.

## UA Sets Billings High

NEW YORK — United Artists' domestic gross billings of \$3,853,000 for the week ending July 4 is the largest for a single week in the company's 40-year history, it was announced by William J. Heineman, vice-president in charge of distribution.

Heineman stated that this total represents an increase of more than \$1,400,000 over the company's previous high in gross billings for a single week of \$2,437,000, registered during the corresponding week in 1958.

## Russian Pact Discussed

NEW YORK—The committee on USA-USSR film arrangements appointed recently by Eric Johnston held its first meeting last week at the MPAA.

Following a preliminary discussion of arrangements for the release of the seven Russian films recently allocated for distribution to MPAA member companies, the committee decided to view all these films before proceeding with further discussions.

Members of the committee are John P. Byrne, Loew's; Alex Harrison, 20th-Fox; James R. Velde, United Artists; James E. Perkins, Paramount-International; Bernard E. Zeeman, Columbia Pictures International.

## N.Y. CENSORS

(Continued from page 9)

a foe of the High Court due to its policy of school integration. Joined with him are four other southern members, Senators Estes Kefauver, Tennessee; Herman Talmadge, Georgia; Olin D. Johnston, South Carolina; and Strom Thurmond, North Carolina.

Since a constitutional amendment requires the affirmative votes of two thirds of both houses of Congress and ratification by 37 states, it is not believed that the "states' righters" drive to limit the authority of the Supreme Court to overrule Federal or state statutes is likely to receive much encouragement in the attempt to make censorship a Federal-state issue.



Columbia recently held sneak previews of Otto Preminger's "Anatomy Of A Murder" at the Criterion, New York City, and at the United Artists, Detroit. Seen on the left in New York are, left to right, Rube Jackter, Columbia's vice-president and general sales manager with J. Myer Schine, head, Schine Circuit, and Jerome Safran, Columbia circuit sales executive. In the center, also in New York, Jackter is seen with Sam Richmond, general manager, Sach's Theatres; Ben Sach, head, Sach's Theatres; and Paul N. Lazarus, Columbia vice-president. On the right are seen Montgomery Gowthorpe, head, Butterfield Circuit, and Woody Praught, right, president, United Detroit Theatres at the Detroit screening.



# THE LEGEND OF IS SPREADING LIKE WILDFIRE

DURHAM, Criterion ... CHARLESTON, Garden ... WINSTON-SALEM, Flamingo D/I ... GREENVILLE, Pitt ... SPARTANBURG, Palmetto ... CHARLOTTE, Center  
 State ... BEAUMONT, Liberty ... PORT ARTHUR, Sabina ... AMARILLO, State ... ATLANTA, Paramount ... TUSCALOOSA, Druid ... ANNISTON, Ri  
 tar Vue D/I ... AYDEN, Myers ... ROXBORO, Kirby ... OXFORD, Orpheum ... CLEMSON, Clemson ... YORK, Sylvia ... NEWBERN, Midway  
 SHEVILLE, Dreamland D/I ... CLINTON, Broadway ... GREENVILLE, Paris ... CAROLINA BEACH, Wave ... LAURENS, Capitol ... ELIZABETHTOWN, Row  
 OREST CITY, Griffin ... ROXBORO, Carolina D/I ... SUMMERVILLE, Summerville ... ST. GEORGE, St. George ... THOMASVILLE, Davidson ... V  
 ... KERNERSVILLE, Justice ... HENDERSON, Embassy ... WALLACE, Pen Lin D/I ... ROCKY MT., Cameo ... HOT SPRING, Times ... MARSHALL  
 AFFNEY, Hamrick ... FAYETTEVILLE, Miracle ... CONCORD, Willis ... KANNAPOLIS, Swanee ... LENOIR, Center ... HICKORY, Center ... STA  
 carolina ... MOUNT AIRY, Center ... AIKEN, Patricia ... ALBEMARLE, Stanly ... BEAUFORT, Beaufort ... BELMONT, Iris ... CHESTER, Chester  
 ARTSVILLE, Berry ... HEMINGWAY, Anderson ... JACKSONVILLE, Iwo Jima ... KERSHAW, Center ... KINGS MT., Joy ... KINGSTREE, Anderson  
 aston ... NEW BERN, Kehoe or Colonial ... NEWTON, State ... OCEAN DRIVE, Colonial ... SALISBURY, Center ... SANFORD, Temple ... SH  
 WHITEVILLE, Columbus ... WILSON, Center ... WINDSOR, Palace ... KINGSTON, Paramount ... LINCOLNTON, Century ... ROCKINGTON, Richmon  
 REWARD, Co-Ed ... CANTON, Colonial ... ELKIN, Reeves ... FAIRFAX, Pal ... FLORENCE, Colonial ... HAMPTON, Palmetto ... HENDERSON,  
 ... ROAN MOUNTAIN, Roan ... ROBBINS, Village ... SCOTLAND NECK, Dixie ... SPARTA, Sparta ... SWANSBORO, Swansboro ... WALTERBORO, Co  
 queen ... NACOGDOCHES, Main ... DEL RIO, Rita ... LAREDO, Plaza ... RUSK, Cherokee ... BROWNSVILLE, Queen ... PHARR, Cactus D/I ...  
 ERNON, Plaza ... HARLINGEN, Rialto ... BIG SPRING, State ... CAMERON, Milan ... COLORADO CITY, Palace ... COMMERCE, Palace ... HILLSBO  
 ... ENNIS, Plaza ... WEATHFORD, Plaza ... KILLEN, Centre ... McALESTER, Okla. ... McKINNEY, Ritz ... MUSKOGEE, Ritz ... PALESTINE, Texas ...  
 WAXAHACHIE, Texas ... GLADEWATER, Cozy ... GREENVILLE, Texan ... HENDERSON, Strand ... JACKSONVILLE, Palace ... KILGORE, Crim ... LONGV  
 Morris ... MANCHESTER, Lyric ... ROCKWOOD, Roane ... ROGERVILLE, Roxy ... COOKVILLE, Princess ... CONYERS, Conyers ... McDONOUGH, McD  
 HELBYVILLE, 41 D/I ... HARTSVILLE, Gay ... CARTHAGE, Princess ... LAFAYETTE, Devon ... NASHVILLE, Tenn. ... HARTFORD, Rose ... BONIFAY, B  
 strand ... VERNON, Lamar ... ONEONTA, Neeley ... FAYETTE, Richard ... MONTGOMERY, Pekin ... ENTERPRISE, Levy ... TALLASSEE, Mt. Vernon ...  
 MERCUS, Martin ... BAINBRIDGE, Martin ... BOAZ, Rialto ... DALTON, Wink ... MONTEVILLE, Strand ... ATLANTA, Paramount ... ELLIJAY, Ellijay  
 ... SWEETWATER, Cherokee ... ONEIDA, Scott ... BLUE RIDGE, Rialto ... CLEVELAND, Princess ... COVINGTON, Strand ... MONTEAGLE, Monteag  
 ... BOWLING GREEN, Capitol ... CLARKSVILLE, Capitol ... CROSSVILLE, Palace ... FAYETTEVILLE, Lincoln ... FRANKLIN, Franklin ... GREENVILLE, C  
 YLACAUGA, Martin ... MILLEDGEVILLE, Campus ... DUBLIN, Martin ... ALEXANDER CITY, Strand ... CLEVELAND, Starvue D/I ... UNIONTOWN, Neel  
 HILDERSBURG, Coosa ... WETUMPKA, Fain ... SUMMERVILLE, Tooga ... CHATSWORTH, Fort ... OZARK, Brackin ... ROME, First Ave ... LaGRANGE  
 EDMONT, Allison ... ONEIDA, Scott ... SWEETWATER, Cherokee ... DUNLAP, Dunlap D/I ... ALBERTVILLE, Carol ... BUFORD, Buford D/I ... DA  
 ... MONTEAGLE, Mt. Eagle D/I ... WHITWELL, Crossroads D/I ... GREENSBORO, Strand ... DALLAS, Dallas ... ROANOKE, Martin ... CUTHBERT, Ger  
 herokee ... NEWPORT, Winston ... COLUMBIANA, Shelby ... SEVIERVILLE, Midway D/I ... McCAYSVILLE, Georgia ... ENTERPRISE, Levy ... GREENSI  
 ... WOODWARD, Woodward ... COLLINSVILLE, Cardinal D/I ... PRYOR, Allred ... SULPHUR, Comet D/I ... SPEARMAN, Wagon Wheel D/I ... PUF  
 ONKAWA, Ray ... LOCKNEY, Seale D/I ... DMORE, Park ... BORGER, Rex ... CUSHING, Dunkin ... FREDERICK, Ramona ... HENRY  
 roncho D/I ... ENID ... LESVILLE, Arrow ... BLACKWELL, Rivoli ... CHICKASHA, Washita ... CLAREMO ... Yale  
 BOCK, Clifton ... LAWTON, Ritz ... CAMDEN, Malco ...  
 ... PARAGOULD, Capitol

"A serious film and a good one. Will stand up very comfortably with special appeal to younger fans! Teener-draw especially good! Michael Landon particularly fine! Shpetner and Post deserve a great deal of credit for their handling of theme and story!"

VARIETY



## THE LEGEND OF TOM DOOLEY

STARRING MICHAEL LANDON • JO MORRO  
 JACK HOGAN • KEN LYNCH  
 Written and Produced by STAN SHPETNER • Directed by TEE  
 A SHPETNER PRODUCTION



# TOM DOOLEY... THROUGH THE SOLID SOUTH!

Colony . . . HOUSTON, Metropolitan . . . DALLAS, Melba . . . FT. WORTH, Palace . . . SAN ANTONIO, Texas . . . EL PASO, State . . . AUSTIN, State . . . GALVESTON  
CITY, State . . . STILLWATER, Aggie . . . MEMPHIS, Crosstown . . . HOT SPRINGS, Malco . . . JACKSON, Malco . . . OWENSBORO, Malco . . . BENS  
Ocane . . . GEORGETOWN, Palace . . . SIMPSONVILLE, Royal . . . REIDSVILLE, Rockingham . . . INMAN, Inman . . . DARLINGTON, Darlington . .  
enter . . . CHARLOTTE, Thrift Rd. D/I . . . CHARLOTTE, Albemarle Rd. D/I . . . CHAPEL HILL, Carolina . . . LIBERTY, Curtis . . . AHOSKIE, Earl . .  
ad . . . ALLENDALE, Carolina . . . YADKINVILLE, Yadkin D/I . . . BELTON, Joy . . . BRYSON CITY, Gem . . . SYLVA, Ritz . . . CARTHAGE, Wm. Per  
SENECA, Fox D/I . . . MONROE, New Monroe D/I . . . GASTONIA, Diane 29 D/I . . . MARION, Garden City D/I . . . GREENSBORO, National . .  
e . . . ASHEBORO, Carolina . . . ASHEVILLE, Paramount . . . BURLINGTON, Paramount . . . COLUMBIA, Carolina . . . GREENWOOD, State . . . LEXINGTON  
ter . . . CONWAY, Carolina . . . DUNN, Dunn . . . FARMVILLE, Paramount . . . FORT MILL, Center . . . GREAT FALLS, Falls . . . GREER, Greer . .  
opst . . . LAURINBURG, Gibson . . . LILLINGTON, Lillington . . . MARION, Marion . . . MOREHEAD CITY, City . . . MULLINS, Anderson . . . MT. HOLL  
OUTHERN PINES, Sunrise . . . TABOR CITY, Ritz . . . TRYON, Tryon . . . UNION, Duncan . . . WADESBORO, Ansonia . . . WASHINGTON, Turnage . .  
bane . . . PAMPLICO, Pamplico . . . BEAUFORT, Breeze . . . HIGH POINT, Paramount . . . BENNETTSVILLE, Carolina . . . BOONE, Appalachian . .  
ORESVILLE, State . . . MORGANTON, Mimosa . . . ORANGEBURG, Edisto . . . PILOT MOUNTAIN, Pilot . . . PANTAGO, Pungo . . . RICK SQUARE, Mye  
ON, Warren . . . WEST JEFFERSON, Parkway . . . WILLIAMSTON, Viccar . . . ORANGE, Strand . . . ODESSA, Ecter . . . VICTORIA, Uptown . . . ABILEN  
DURANT, Plaza . . . MT. PLEASANT, Martin . . . TEMPLE, Texas . . . SAN AUGUSTINE, Edgewood D/I . . . PARIS, Plaza . . . EASTLAND, Vernon . .  
ARADO, Chilsholm D/I . . . BRECKENBRIDGE, Palace . . . BIG LAKE, Shooting Star D/I . . . CISCO, Joy D/I . . . ELECTRA, Grand . . . MINERAL WELLS, Gra  
ROTAN, Lance . . . SAN ANGELO, Parkway . . . SULPHUR SPRINGS, Mission . . . SWEETWATER, Texas . . . TAYLOR, Howard . . . TERRELL, Iris . .  
FKIN, Pines . . . TROUP, Troup . . . BRADY, Scenic D/I . . . RANKIN, Ford . . . CULLMAN, Ritz . . . RUSSELLVILLE, Roxy . . . CLINTON, Ritz . . . LAKE CIT  
H, Midway D/I . . . HOPKINSVILLE, Alhambra . . . SPRINGFIELD, Capitol . . . GADSDEN, Princess . . . HUNTSVILLE, Grand . . . LEWISBURG, Dixie . .  
N, Madison . . . SANDERSVILLE, Pastime . . . HAYESVILLE, Curtiss . . . TACCOA, Ritz . . . QUINCY, Leaf . . . PELHAM, Park . . . QUITMAN, Ilex . . . SULLIGEN  
Lilfred . . . OZARK, Brackin . . . ELBA, Elba . . . CARROLLTON, Carroll . . . THOMASTON, Ritz . . . THOMASTON, Harlem . . . ALBERTSVILLE, Carol . .  
Fort . . . HIAWASSEE, Sherryl Auto . . . LIVINGSTON, Ritz . . . DUNLAP, Dunlap D/I . . . GURLEY, Joy . . . BURFORD, Burford D/I . . . LA FOLLETTE, Cherok  
ERVILLE, Tooga . . . WHITEWELL, Crossroads D/I . . . UNIONTOWN, Neely . . . GREENSBORO, Strand . . . GREENSBORO, Greenland . . . HARTSELLE, Rod  
L CITY, State . . . GREENVILLE, Palace . . . MARIETTA, Strand . . . DOTHAN, Martin . . . VALDOSTA, Ritz . . . TROY, Pike . . . TALLADEGA, Ritz . .  
D, Strand . . . DADEVILLE, Ritz . . . GRIFFIN, Imperial . . . BAINBRIDGE, Martin . . . DOUGLAS, Martin . . . FITZGERALD, Grand . . . ATHENS, Strand . .  
PAYNE, DeKalb . . . NEWNAN, Alamo . . . CEDARTOWN, West . . . TIFTON, Tift . . . CALHOUN, Martin . . . ETOWAH, Martin . . . BREMEN, Bremen . .  
FAULA, Martin . . . CORDELE, Crisp . . . LAFAYETTE, Martin . . . HARTSELLE, Rodeo . . . TALLASSEE, Mt. Vernon . . . UNION SPRINGS, Lilfred . . . ELBA, El  
Martin . . . MONTEZUMA, Grand . . . MONTGOMERY, Pekin . . . THOMASTON, Ritz . . . THOMASTON, Harlem . . . LIVINGSTON, Ritz . . . GATLINBUR  
OKLAHOMA CITY, State . . . FORGAN, Forgan . . . DUMAS, Evelyn . . . DALHART, Mission . . . GUYMON, American . . . BRISTOW, Princess . . . NOWATA, R  
Alamo . . . PARKO, Miller . . . OKEMAH, Jewel D/I . . . EDMOND, Broncho . . . TAHLEQUAH, Thompson . . . TULIA, Tulia D/I . .  
H . . . LA Vista . . . PONCA CITY, Center . . . SAYRE, Stovall . . . SHAWNEE, Ritz . . . WELLINGTO  
AN, Ritz . . . HUGO, Erie . . . OKMULGEE, Orpheum . . . PAWHUSKA, Ki He Kan . . . SAPUL  
Ritz . . . BENTON, Benton . . . GREENFIELD, Palace . . . ELDORADO, Majes  
Tupelo . . . FT. SMITH, Malco . . . TUNICA, Palace . . . HAMILTON, Ford D/I . .  
loe . . . ROSEDALE, Talisman . . . SAVANNAH, Savannah . . . SELMER, Ritz . .  
CHONTAS, Imperial . . . PONTOTOC, Joy . . . RED BAY, Bay . . . SENATOBIA, Glo  
ARKADELPHIA, Royal . . . MALVERN, Ritz . . . BENTON, Royal . . . LITTLE RO

"Good folklore! Told with intelligence and charm! Film important in production of promising new faces! Landon's performance makes him seem one of the best of the new crop of juveniles! Richard Rust equally outstanding!"

HOLLYWOOD REPORTER

The song that fired  
the imagination of young America  
comes to the screen for all America...from

*Columbia!*



## ALBANY

Motion Picture Investors, Inc., a Missouri corporation, filed a statement designating the Secretary of State for the service of papers in New York. . . . East Patchogue Auto Theatres, Inc., has been authorized to conduct an amusements business with office in New York. . . . Sharbar Theatre Corporation has been authorized to conduct an entertainment business in Queens County. Address is Arion Theatre, Middle Village. . . . Movie Tele-News has been formed to conduct a news service in New York. . . . Joe Miller was preparing to celebrate his 40th anniversary in the industry. He now operates the Menands Drive-In, and recently received a salute in the Catholic diocesan weekly commending him on his conduct of the place.

## ATLANTA

Tom Lucy, co-owner, Exhibitors Service, is back home after an emergency appendectomy at a local hospital. . . . W. O. Williamson, Jr., Warners division manager; and branch manager Carroll Ogburn are back after attending a company sales meeting in Hollywood. . . . Pete Dawson, associated with George Hoover, Miami, Fla., has taken over the buying and booking for the Nat Williams circuit with headquarters in Thomasville, Ga. . . . Lex Benton, president, Benton Brothers Film Express, is back at his office following a check up at a local hospital. . . . Rudy Lehman has returned to represent Kay Films in this territory after two years absence from Film Row. . . . The wife of Johnnie Harrell, Martin Theatre Circuit, was in a local hospital for treatment. . . . Bill Thrush, owner, Easley Drive-In, Easley, S.C., who suffered severe burns on a trip to Florida, has returned to his Easley home after three weeks in a hospital.

## BOSTON

The Strand, Canton, Mass., reopens Aug. 1, with two newcomers taking over the lease. They are Robert Aaron and Eli Corman who are now redecorating the house, installing new seats and repainting and refurbishing the theatre. Joseph G. Cohen of Boston is handling the buying and booking. The policy is matinees Saturdays and Sundays and evenings only. . . . When Eddie Sokolowski gave up the lease on the Royal Theatre, Lowell, owner George Vurgaropolus placed his projectionist Kenneth Whittemore in charge. Whittemore is also handling the buying and booking as well as the booth. The house is open from 1 to 11 P.M., with three changes weekly. . . . Mel Davis, Mel Davis Films, has been elected secretary of the Boston University Varsity Club, an alumni organization of about 250 former "letter men." . . . Six members of the Boston "working press" flew to Detroit to take in the world premiere of "Anatomy of a Murder" with John Markle in charge of the arrangements. . . . The 2,000 car garage to be built under Boston Common is to be a reality after all with work starting August first for a January 1961 completion. This project which has been on again, off again for the past 12 years has long been awaited by downtown theatre managers as a step forward in relieving congested parking conditions in the downtown sector. The garage will be adjacent to the Rialto. . . . All area exchange publicists and theatre press agents met at the offices of New England Theatres Inc., to lay groundwork for the advertising and promotional campaign plans to launch the new films coming here from Labor Day through December.



Massachusetts Governor Foster Furcolo, left, recently presented silver plaques to Joseph N. Welch, Boston attorney, and Lee Remick at a luncheon at Boston's Sheraton-Plaza Hotel honoring the stars of Columbia's "Anatomy Of A Murder." Miss Remick is a native of nearby Quincy.

PROVIDENCE, R.I., NEWS — Permission to show the Brigitte Bardot film, "Love Is My Profession" was recently granted the Avon by the Providence Bureau of Licenses. Arthur J. Levy, attorney for Thayer Amusement Corporation, operators of the theater, told the Bureau that scenes would be deleted from the film which were found objectionable by Lt. George P. Blessing, city amusement inspector. . . . William J. Trambukis, Loew's State manager, was instrumental in arranging an art display, aimed at attracting more residents to downtown Providence. Trambukis, a director of the local Junior Chamber of Commerce, and with fellow workers, set up a display of some 500 paintings by local artists and students of the R. I. School of Design, directly in front of the railroad station. More than 100,000 persons visited the display. . . . Condolences are extended to Phil Nemirow, RKO Albee manager, and his wife, upon the recent passing of his daughter, five-year-old Eva Sue. . . . The Leroy, Pawtucket, has shuttered for the summer. Outside of a couple of neighborhood situations, the Strand is the only surviving motion-picture house in this city of approximately 100,000 population which at one time had seven theaters. . . . Father's Day gifts were presented at the Shipyard, Pike, Seekonk and Route 44 Drive-Ins. . . . A gala celebration, with patrons receiving gifts, highlighted the third birthday party given by the Lonsdale Drive-In. Top award was a new 1959 Ford. . . . The Bay State Drive-In, just across the Rhode Island border, in nearby Seekonk, initiated an early-in-the-week giveaway, featuring multi-colored water goblets. The gifts are on tap Mondays through Thursdays. . . . Attendance had been so brisk at the Avon Cinema during the screening of Charlie Chaplin in "The Gold Rush" that Ed Stokes held it over for a second week. . . . Loew's State cashier, Dot Marvin, recently foiled a hold-up attempt when she 'bluffed' the would-be robber by simply telling him to 'not be foolish' when he demanded money. The thug was later captured when he made a similar demand at the Elmwood, and the doorman gave chase. Police sergeant, Leo Trambukis, brother of William Trambukis, Loew's State manager, conducted the investigations.

## CHICAGO

Balaban and Katz and business men of Evanston, Ill., are girding for a fight against an ordinance recently passed by City Council there banning flashing electric marquees and signs as a traffic hazard to motorists. . . . Smell-O-Vision is being installed at the

Cinestage at a cost of \$40,000. . . . Sam Meyers installed a new screen at his Glencoe, Glencoe, Ill. . . . George R. Sloan installed a new marquee and larger concession stand at his Sky-Aire Drive-In, Corydon, Ind. . . . The Revenue Committee turned down in the Illinois Legislature a bill which would have imposed a three per cent tax on film rentals; and another bill which would have set up a one per cent tax on theatres. . . . Thomas J. Sullivan, who pioneered in national popcorn promotion and became executive vice-president and general counsel of the National Association of Concessionaires, resigned. . . . Harry C. Swan retired as manager at the Washington, Granite City, Ill., after 25 years tenure. He was succeeded by Christ Pashoff. . . . Loyola University held its graduation exercises in the Granada as had been its practice for several years. . . . Noreen, daughter of Lou Berman, of the Universal staff, was recently married to Mike Sheperd in a ceremony at the Blackstone Hotel. . . . Dan Kellman, former Walcott, Wolcott, Ind., manager, transferred his activities to the Fowler, Fowler, Ind. . . . Eddie Seguin, B & K publicity chief, and a member of the State Street Council, was instrumental in the locating of an information kiosk at State and Madison Streets, which will be of great help to out-of-town visitors. . . . Danny Newman, veteran publicist, has been retained by McVickers. . . . Mrs. Van Nomikos, widow of the late theatre chain owner, and Alexander Mandusich were wed. . . . Frank Fitzgibbons, son of Eddie Fitzgibbons, former Paramount publicist, is assisting theatreman Irwin Joseph during vacation from Northwestern University. . . . Harry M. Englestein, 67, who had operated the Regal before he established a business of his own, died in a local hospital. . . . Sol Goodman, booker for Allied Theatres, recovered nicely from a heart attack. . . . John Praught was named Bryn Mawr manager. . . . Waukegan, Ill., theatres participated in a 10 day celebration observing the 100th anniversary of the city. . . . John P. Dromey, Great States chief booker, recovered well from surgery. Marie West retired after 25 years with Clark Film Delivery Service.

## CINCINNATI

National Theatre Supply recently purchased the inventory of Midwest Theatre Supply Company. . . . Jack Finberg, UA branch manager; Charles Schroeder, sales manager, with a number of exhibitors, listened by closed radio broadcast at Station WLW to a sales talk on company's forthcoming "The Horse Soldiers." Speaking from Hollywood were James Velde, UA general sales manager, and Roger Lewis, publicist. . . . In an interview in Sunday Enquirer, Howard Odell, organ builder, advocated the return of live organ music to local houses. A survey among house managers indicated the return would be too costly. . . . Frank W. Huss, Jr., president, Associated Theatres, with four passengers in his car, escaped injury when his car was sideswiped recently by a driver of a stolen car on a Kentucky highway. . . . Margaret Woodruff, Columbia booker, was general chairman for the installation dinner of the Soroptomist and Venture Clubs in Hotel Sherton-Gibson. . . . Queries of local house managers concerning increased movie attendance after the release of the Sindinger report were in accord with the report, provided weather and local conditions were favorable. It was noted that film quality has improved in recent years and that TV has less appeal than formerly. . . . Tent 3, Variety Club has scheduled its annual golf party for Aug. 17 at Summit Hills Country Club



in nearby Kentucky, with John Alexander, Buena Vista branch manager, as general chairman. Top prizes are 3 RCA color TV sets. . . . Welden Waters, newly appointed 20th-Fox branch manager, will make his home here in suburban Westwood. . . . Wally Allen, Chakares Circuit booker, Springfield, O., is the proud grandfather of a baby boy born June 29. . . . TOC Booking Agency is to handle accounts for Lou Marcks' new Tri-State Drive-In, Chesapeake, O. . . . Eugene Harvey is now doing his own booking and buying for his Drive-In at Craigsville, W. Va.

**COLUMBUS, O., NEWS** — Herman Hunt, of Hunt's CineStage, announced a limited six-weeks' run of "The Diary of Anne Frank" at popular prices. . . . RKO Palace had near-capacity for the telecast of the Floyd Patterson-Ingemar Johansson heavyweight fight. The Palace and Ohio also showed films of the fight. . . . Walter Kessler, manager, Loew's Ohio, presented the Shirley MacLaine trophy to Sally Perkins, chosen "Miss Fire-fighter" at the annual Firemen's Ball. The stunt plugged the local showing of "Ask Any Girl." . . . Milton Yassenoff, general manager, Neth-Academy circuit, has been chosen a member of the board of directors of the Dutch Uncles, local charitable organization. One of the events each year is a theatre party for youngsters.

## CLEVELAND

Cleveland exhibitors have formed the Leonard Greenberger Memorial Committee to perpetuate the memory of one of its leading second generation members and for the purpose of promoting various projects for the improvement of the motion picture industry. One of the first projects to be undertaken is a revival of the Cleveland Critics Circle Annual Award, which Greenberger spear-headed back in 1950 and which continued for several years. The best picture of the month shown at the downtown first-run theatres, as decided by vote of the three newspaper movie critics, competed at the end of the year for the best picture of the year. . . . William Tallman closed his 1400-seat Ceramic, East Liverpool, without stating future intention regarding the property. . . . In Ottawa, the Rex, under the management of Donald Diehl, closed for the summer with a September re-opening in prospect. . . . The Hippodrome, which has maintained a top place in the local entertainment field without interruption for the past fifty years, this week underwent a change of ownership. Eastern Theatres Corporation, Newark, N. J., formally took over the operation of the house from Telemanagement Corporation. The new management, Eastern Hippodrome Theatre Corp., is an off shoot of Eastern Theatres. Jack Silverthorne, Hippodrome manager the past ten years, continues in the post as managing director. The same first-run policy that has always prevailed will be continued. The new operators announce a renovation program to include new carpets, refurbishing the seats and a new marquee. . . . Columbia booker John Majdiak, Jr., was married to Donna Perko Independence Day. . . . Contrary to first announcements, Irvin Sears, Paramount booker, did not move to Pittsburgh when the operational end of the local branch closed. . . . Ted Levy, former DCA branch manager, Detroit, temporarily running the local Seaway Film Distributing Company office while Arthur Goldsmith is absent on sick leave. . . . Leo Berkhardt, Crest, Crestline, was robbed of his boxoffice receipts for the fifth time in as many months. . . . Miriam Jennette has taken over

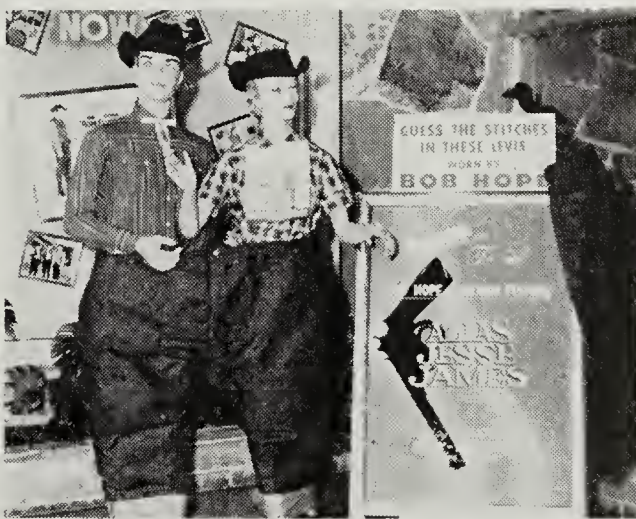


Seen from left to right are Frank Miller, maintenance; Paul Allen, art department; Mitchell Wolfson, president; and Stanley Stern, head, real estate and insurance department, Wometco Enterprises, Inc., Miami, Fla. Wolfson recently presented 25 year service awards to these men at the Wometco Old Guard banquet at the Carillon Hotel, Miami Beach.

the Morristown Drive-In, Morristown, O., and reopened it. Buying and booking is being done by Herbert Horstemeier Booking Service. . . . C. M. Howard has taken over operation of the Ada, Ada, which he previously operated for Leo Yassenoff, of Columbus. . . . Announcement has been made of the engagement of Arlene Marx, of Cleveland, to William (Bill) Steel, son of Jerome Steel, owner of the Apollo, Oberlin, and the Star View Drive-In, Norwalk.

## DALLAS

Blanche Boyle has retired from Frontier Theatres here after 20 years service with the company. For years she was feature booker for Southern Enterprises, which eventually became Paramount-Publix. In New York she supervised the feature booking for that company's theatres in 11 southern states. She held the post of shorts booker here at the time of her retirement. . . . According to results of a survey just completed, Texas leads all other areas in the nation with operating and planned installations of motion picture projection equipment to handle the super-widescreen 70 mm film. There are seven theatres in the State currently equipped for the widescreen projection and an additional 10 theatres have plans to install the equipment this year. The Texas 70 mm installations are the Tower and Wynnewood, Dallas; Tower and Uptown, Houston; Broadway, San Antonio; Liberty, Beaumont; and Tower, Corpus Christi. . . . A September start in Texas for John Wayne's "The



These king-sized levis were used recently by the Gateway, Ft. Lauderdale, Fla., for a "Guess the number of stitches" contest held in connection with the showing of United Artists' "Alias Jesse James." Winner received a free pair of levis and passes to see the Bob Hope film.

Alamo" was confirmed by the actor in Dallas. Wayne stopped at Love Field between planes en route to Shreveport, La., for the world premiere of his newest completed picture, "The Horse Soldier." . . . A Dallas legislator, Representative Ben Lewis, is complaining about what he calls an "integration movie" being shown at an Austin, Tex., theatre. The picture: "South Pacific." . . . The board of directors of the Texas Drive-In Theatre Owners Association are starting a study of what can be done to correct certain irresponsible practices of state radio and television stations in broadcasting tornado alerts. The specific practice found objectionable by the board are the announcing of tornado alerts without specifying the area of the alert and failure in many cases to give the all-clear after it has been issued by the weather bureau. They say that such alerts have a drastic effect on the attendance at drive in theatres. The warnings keep the public indoors. . . . Interstate Theatres throughout Texas are being swamped currently by an unprecedented demand for movie discount cards, which permit two specific age groups to attend movies at a discount of up to 50 per cent per admission ticket. The bargain price policy, an innovation introduced by the Interstate Theatre Circuit, was originated to alleviate the entertainment budget of "tween agers" 12 through 17 years of age and later put in effect for "senior citizens 60 years of age or more. This marks the fourth year for the movie discount cards for the junior movie goers and the second year for the "senior" age discount plan.

## JACKSONVILLE

Joe Charles, manager, Capitol, has won the enthusiastic approval of children in his weekly stint as emcee of the Thursday morning matinees at the San Marco. . . . Carl Carter presented a screen program at the Ribault Drive-In under a "crime does not pay" advertising banner featuring the showing of four gangster motion pictures. . . . Corrine Sweeney replaced veteran staffer Linda Spence in the 20th-Fox office when the latter moved to Connecticut. . . . At a recent meeting of the IATSE executive board in Cincinnati, O., a special tribute was paid to the memory of the late John N. Spearing, local labor leader who served as the union's Southeastern representative from 1930 until his death early this year. . . . Bob Bowers, Allied Artists manager, returned to his post after a brief period of hospitalization. . . . The St. Johns, one of the city's first-run showplaces since its construction in 1941, is destined for sacrifice to the building boom which is reshaping Jacksonville's business area. The theatre and a group of adjoining shops has been purchased for an estimated \$600,000 by the Barnett National Bank which is situated next door. . . . Mary Hart was installed as president of the local WOMPI, recently.

**MIAMI, FLA., NEWS** — Five Bermuda movie houses were closed until further notice, following a Negro boycott demanding equal seating rights. A Negro picket line marched in front of the company's main theatre nightly with a policeman being hit with a flying rock on one night, but with peaceable demonstrations the other nights. The Bermuda General Theatres Company announced all its houses will remain closed to avoid possibility of an incident. It offered to meet with the boycott leaders to work out a solution. Only two of the company's theatres — both in Hamilton — have sections reserved for whites. The company has an-





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why it pays, always will pay, to pick the best story and talent—to use the latest, most advanced technics in producing—to establish and maintain a close working understanding with the Eastman Technical Service for Motion Picture Film. Offices at strategic locations. Inquiries invited.

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**Midwest Division**  
130 East Randolph Drive  
Chicago 1, Ill.

**West Coast Division**  
6706 Santa Monica Blvd.  
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nounced seating in a new theatre nearing completion will be unrestricted. . . . Eugene Matthews, night manager, Town, died in his sleep. . . . Sympathy was extended to Traverse Hight, Carib, Miami Beach, in the death of his mother. . . . Wometco Enterprises Old Guard organization held its annual award banquet at the Carillon Hotel, Miami Beach. Awards for 25 years of service to the firm were made by Mitchell Wolfson, president, to Stanley Stern, head, insurance and real estate; Paul Allen, art department; and Frank Miller, maintenance. Awards for 15 years were made to Van Myers, head, confections; Bob Brower, manager, Capitol; Dorothea Tierney, confections; Rose Capozzi, accounting. . . . Managerial shifts included Cecil Allen transferred from the Tower to the Surf, Miami Beach; Harry Gabriel transferred from the Surf to be assistant, Town; Robert Rea assigned to the Tower as temporary student manager. . . . Lillian C. Claughton, owner, Claughton Theatres, was vacationing in North Carolina. . . . David Kaye, was appointed manager, Normandy, Miami Beach. He formerly managed houses



This 1901 Oldsmobile couple dressed in clothing of the period, was used for street ballyhoo recently for the New Orleans engagement of Columbia's "It Happened To Jane," RKO Orpheum.

in London, England, before coming to America in 1955 and managing a Sidney Lust theatre in Washington, D. C. . . . Alex Moffat, Claughton relief manager, was guest of honor,

with his wife, at a breakfast in the Urmeys Hotel, given by Lillian C. Claughton, to celebrate Moffat's golden wedding anniversary and his 75th birthday. Mrs. Claughton presided at the breakfast which was attended by all the chain's managers, assistants, and executives. Moffat, who came to this country from Scotland 50 years ago, has had more than 40 years theatre experience, managing theatres for most of the major circuits. . . . A. W. Corbett, general manager, Claughton Theatres, announced as secretary, Miami Tent, Circus Saints and Sinners Club of America, that the organization donated \$1500 to the Variety Children's Hospital and another \$1500 to the Junior Deputy Sheriff's League of Dade County.

## NEW HAVEN

The Stratford International Film Festival, 12 White Birch Drive, Trumbull, Conn., has filed a certificate of organization with Connecticut's Secretary of State. . . . Lockwood and Gordon has sub-leased the Strand, Winsted, Conn., to Cee Jay Theatrical Enterprises, Torrington, Conn., latter firm headed by John Scanlon, III, now manager of the Jason Theatrical Enterprises' first-run Palace, Torrington, and son of John Scanlon, manager of Stanley Warner Management's first-run Warner, Torrington. Details of Cee Jay's financial arrangements were not disclosed. Mrs. Hazel Florian, manager, Strand, has terminated her duties. . . . A. Leo Ricci, owner, first-run Capitol, Meriden, Conn., has been elected president of that city's Lions Club. . . . Attorney Samuel I. Safenovitz, owner-manager, Yale, Norwich, Conn., subsequent-run situation, has dropped admission for children under 14 from 25 to 20 cents for the summer months. Traditionally, youngsters under 12 have been admitted free at all regional drive-in theatres during season. . . . Lockwood and Gordon named two new suburban assistants. Francis Molloy replaces Gerald Clark, resigned, at the Cine Webb, Wethersfield, and Robert Christiansen has been named assistant at the Plaza, Windsor, succeeding Harold Billings, resigned. . . . Interstate of New England's Bradley, Putnam, Conn., has announced new summer policy of matinees weekdays as advertised and matinees any rainy day. Stanley Warner Palace, Norwich, is running daily matinee. In same city, Markoff Bros.' Midtown, deluxe first-run, has slated daily matinee. John Scanlan Jr. has added Monday-through-Friday matinees for the summer at the Strand, Winsted. Initial week of this particular plan found the house distributing free popcorn to all youngsters daily. Sal Adorno, Jr., has added mid-week matinees at the Palace, Middletown. . . . Perakos Theatre Associates reopened the long-closed, subsequent-run Arch St., New Britain, Conn. . . . Harry Picazio, owner Groton Drive-In, Groton, Conn., has new policy of night-shift show

## Film Exchange and Dealer Listing for the MEMPHIS FILM TERRITORY

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### • Film Distributors

#### ALLIED ARTISTS, 152 Vance Ave.—JACKSON 7-9424

Br. Mgr.: Bailey Prichard. Office Mgr. and Booker: Vivien Wahlquist. Sales: F. J. Kaiser, Henry Hammond. Cashier: Joyce Wilfong. Emerg. Phone: BR 8-4047.

#### COLONIAL, 492 S. Second—JACKSON 5-2386

Br. Mgr.: R. V. Reagan. Office Mgr. and Booker: Charles Elmore. Sales: Neil Blount. Cashier: Marquerita Garrett. Emerg. Phone: None.

#### COLUMBIA, 162 Vance Ave.—JACKSON 6-3268

Br. Mgr.: Norman J. Colquhoun. Office Mgr.: Frank Owen. Sales: James Pope, Tate Baker. Bookers: Charles Snowdy, Zulu Fitzpatrick. Cashier: Mae Carper. Field Exp.: Matty Brescia. Emerg. Phone: JACKSON 6-1370.

#### HOWCO, 399 S. Second—JACKSON 6-8328

Br. Mgr.: Edward Martin. Emerg. Phone: FA 7-2216.

#### DON KAY ENTERPRISES, 408 S. Second—JACKSON 7-4023

Owner: Don Kay. Office Mgr. and Booker: Jennie Yeger. Sales: Cliff Wallace. Emerg. Phone: FAirfax 3-6963

#### METRO-GOLDWYN-MAYER, 158 Vance Ave.—JACKSON 5-5443

Br. Mgr.: Louis C. Ingram. Office Mgr.: Etheline Mayo. Sales: J. R. Fly, P. H. Holmes. Bookers: Jennings Easley, Charles Craig. Cashier: Betty Walden. Field Exp.: Judson Moses. Emerg. Phones: BRoadway 8-7342-W, JACKSON 7-746.

#### PARAMOUNT, 272 S. Main, Room 130—JACKSON 6-7425

Resident Mgr.: Howard A. Nicholson. Sales: Tom S. Dorahue.

#### 20TH CENTURY-FOX, 151 Vance Ave.—JACKSON 6-2164

Br. Mgr.: Thomas W. Young. Office Mgr.: Leo R. Wintler. Sales: Bonnie O. McCarley, John T. Gannon, Jr. Bookers: Dewey P. Hopper, John Rhea. Cashier: Mary Frances Rygaard. Field Exp.: Frank Jenkins. Emerg. Phone: None.

#### UNITED ARTISTS, 408 S. Second—JACKSON 5-8467

Br. Mgr.: E. J. Stevens. Sales: Tony Tedesco, James Martin. Booker: Katherine Randle Keifer. Emerg. Phone FAirfax 3-0959.

#### UNIVERSAL-INTERNATIONAL, 138 Huling—JACKSON 6-4161

Br. Mgr.: Bob Carpenter. Office Mgr.: Bill Boyd. Sales: Maurice Basse. Booker: Fred Curd. Emerg. Phone: None.

#### WARNER BROS., 402 S. Second—JACKSON 6-1191

Br. Mgr.: Jeff Williams. Booker: Charles Jones. Emerg. Phone: EXpress 7-4469.

### • Supply Dealers

NATIONAL THEATRE SUPPLY, 412 S. Second—JACKSON 5-6616 Emerg. Phone: FAirfax 7-3975.

TRI-STATE THEATRE SUPPLY, 320 S. Second—JACKSON 5-8249

### • Screen Trailers

NATIONAL SCREEN SERVICE, 500 S. Second—JACKSON 6-7454

### • Signs, Advertising and Printing

NATIONAL SCREEN SERVICE, 500 S. Second—JACKSON 6-7454

PEERLESS PRINTING, 410 S. Second—JACKSON 6-1770

THEATRE POSTER EXCH., 184 E. Calhoun Ave.—JACKSON 7-3836

### • Film Delivery Services

AIR DISPATCH, INC., 311 S. Second St.—JACKSON 5-6848

Agent: L. E. Hester.

FILM TRANSIT, 311 S. Second—JACKSON 5-6848

Pres.: M. H. Brandon. Mgr.: G. L. Brandon.

### • Shipping and Inspection Service

MEMPHIS FILM SERVICE, 291 Hernando—JACKSON 5-8356

Mgr.: A. S. Crews.

### • Service Companies

ALTEC SERVICE CO., 3644 Carnes—Glendale 8-5284

AUDIO VISUAL EQUIP. SUPPLY CO., 308 S. Second—JACKSON 5-1343

RCA SERVICE CO., 1367 S. Cooper—BRoadway 6-7508

### • Theatre Service

SOUTHERN THEATRE SERVICE, 204 Towers Bldg., 1503 Union—BRoadway 2-3691

Owners: Jack Durell, E. N. Stevens.

### • Motion Picture Exhibitor

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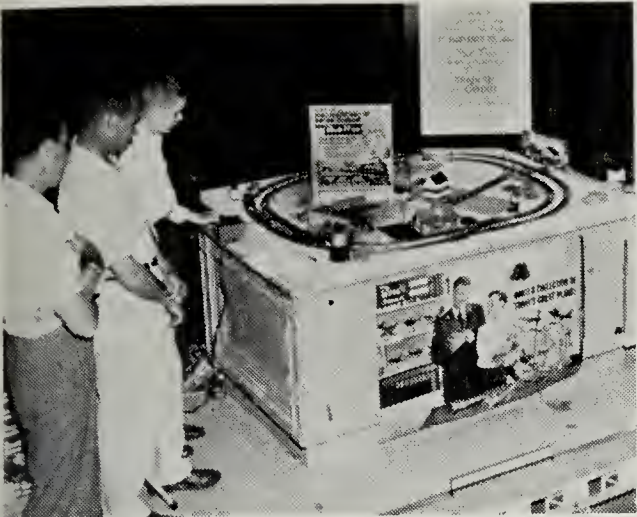
Issue of July 22

**Salt Lake City Territory**

Issue of July 29

Save Them!





This Revell H.O. train set was recently one of the features of the Wanmaker Hobby Show plugging Columbia's "It Happened To Jane" at the Viking, Philadelphia. Contestants were awarded guest tickets with the best time posted during the show to win the H.O. train set.

"by request," screening his mainfeature at 8:45 p.m. on Sundays and Wednesdays. The theatre is in the midst of a heavy industrialized section.

NEW ORLEANS

L. C. Montgomery, Sr., has appointed Mrs. Gene Barnette as director-manager of the Joy succeeding Ernest A. MacKenna. Mrs. Barnette has been with Delta Theatres, Inc., operators of the Joy, ever since the establishment of the show-case in 1947 as executive secretary. She is also president of WOMPI International Association. . . . Mary and Raymond Gremillion, associate owner-managers, Twin Do Drive-In, Metairie, La., made sure their patrons were "hep" to the ribald tongue of "beatniks." They issued a glossary of "beatnik" jargon, the better to savvy the film titled "The Beatniks." . . . Elsie Legendre, former Universal office staffer; and Selma Cunard, formerly of the inspection department, are back to pinch hit for femme vacationers. . . . Asa Booksh, manager, RKO Orpheum, was host to Fred Zinne-man, director, Warners' "The Nun's Story" at the many functions set up for him while he was in to plug the picture. . . . Pascal Caruso, National Theatre Supply clerk, underwent surgery at Mercy Hospital. His condition is favorable. . . . Claude Bourgeois has taken over the operation of the Hi-Way Drive-In, Bay St. Louis, Miss. . . . The New Ren, Yazzo City, Miss., had a fire. . . . The Joy, Woodville, Miss., was reopened by Milton Daquila. . . . The Royal Music Hall, Jackson, Miss., closed. . . . Nat Dreyfus, Don Kay Enterprises salesman, suffered a siege of virus. . . . Audrey Thomas, Theatres Service Company clerk, resigned to return to her home in Franklinton, La. Elaine Yocum, a newcomer in the industry, replaces her. . . . W. P. Florence closed the Pelican, Homer, La., leaving the town without a movie. . . . The Ritz, Abbeville, La., has closed. . . . M. A. Connett renamed the Royal, Laurel, Miss., the Beverly. . . . The Madison, Madisonville, La. and the Lake, Mandeville, La., are now on weekend operation.

TWO IN ONE

The Charlotte film exchange listing is being carried in this issue in addition to the regularly scheduled Memphis listing because it was erroneously omitted from a previous issue. We apologize for any inconvenience caused by the delay, but "two in one" ain't bad odds, nohow!

PHILADELPHIA

When alterations are completed National Theatre Supply Company will occupy new quarters at Clarion and Vine Streets . . . Benny Harris, American Film, was in Hahne-mann Hospital for a hernia operation . . . Spike Todorov, manager, Colonial, helped with the publicity in connection with the Harris-burg, Pa., visit of Columbia's walk-through trailer on "The H Man" . . . The SW Boyd management arranged a re-scheduling of performances for Cinerama's "South Seas Ad-venture" for the summer season to accommo-date the demands of housewives and out-of-town visitors. Extra matinees will be held on Tuesdays, Wednesdays and Thursdays. . . . Harry Perleman, manager, Renel, suggested that the Liberty recording of "The Late, Late

Movies" parts one and two by Spike Jones, might be good to use at intermission times since it burlesques and ridicules this tele-vision feature . . . Cecil Felt is recuperating at home from recent illness . . . Luke Farrell, of Carbondale, Pa., veteran exhibitor, died on July 5 . . . Variety Club Tent 13 will hold Camp Visitation Day on July 26.

ST. LOUIS

Grace Engelhard, Realart Pictures of St. Louis, president, local chapter of WOMPI, and the other 1959-60 officers were officially installed at an affair held at the Ambassador-Kingsway Hotel. . . . The Semo, Bloomfield, Mo., closed indefinitely. . . . Arthur Enter-prises' is readying the Ambassador for a July 24 opening of "South Pacific" in Todd-A-O 70mm presentation at popular prices.

Film Exchange and Dealer Listing for the  
CHARLOTTE FILM TERRITORY

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Film Distributors

- ALLIED ARTISTS, 225 W. Fourth St.—EDison 3-9261**  
Br. Mgr.: W. G. Carmichel. Sales: J. E. McLeroy, Al Stout. Booker: Wm. Cline. Cashier: Ruth Torrence. Emerg. Phone: FRanklin 7-2431.
- AMERICAN-ASTOR, 215 W. Fourth St.—FRanklin 5-5512, EDison 3-4459**  
Br. Mgr.: Walter E. Pinson. Office Mgr.: T. Melvin Cook. Sales: Bill Henderson, Joe W. Bishop. Bookers: Robert C. Pinson, L. A. Ireland. Cashier: Shirley Bell. Emerg. Phone: EMerson 6-3352.
- BUENA VISTA (Disney), 305 S. Poplar St.—EDison 3-8491**  
Br. Mgr.: H. L. Robinson. Booker: L. D. Smith. Cashier: Vera Robinson. Emerg. Phone: JAckson 3-4857.
- COLUMBIA, 226 S. Church St.—EDison 2-2156**  
Br. Mgr.: R. D. Williamson. Office Mgr.: Carl Patterson. Sales: Charles J. Leonard, Robert Finlayson. Bookers: Virginia Porter, Tommy White. Cashier: Phillis Connell. Emerg. Phone: EDison 2-5615.
- DOMINANT, 219 S. Mint St.—EDison 4-1391**  
Br. Mgr.: Harry Kerr. Sales: C. E. Mincey, Bill Simpson. Emerg. Phone TR 5-6826.
- HOWCO, 300 W. Third St.—EDison 4-6426**  
Br. Mgr.: Scott Lett. Office Mgr.: Verdah Locper. Sales: Jimmy James. Booker: Irene Manahan. Cashier: Elizabeth Bradshaw. Emerg. Phone: EDison 4-6675.
- KAY, 225 S. Church St.—FRanklin 5-5771**  
Br. Mgr.: J. L. Williamson. Cashier: Sylvia Lambert. Emerg. Phone FR 6-2382.
- METRO-GOLDWYN-MAYER, 301 S. Church St.—EDison 2-5147**  
Br. Mgr.: Richard L. Huffman. Office Mgr.: Frank Savage. Sales: C. L. Autry, Amos Boyette, Hugh McDonald. Bookers: Dot Mitchell, Walter Thomas, Bobby Lynch, Harry Carver. Cashier: Blanche Carr. Emerg. Phone: FRanklin 6-0861.
- PARAMOUNT, Wilder Bldg.—EDison 2-5101**  
Br. Mgr.: Lawrence D. Terrill. Office Mgr.: Weber Howell. Sales: B. A. Slaughter, Joe Cutrell, R. L. Hames. Bookers: Jerry Helms, Max Price, Jake Neil, Yates Pryor. Cashier: Mildred Hoover. Emerg. Phone: EDison 2-5644.
- 20TH CENTURY-FOX, 308 S. Church St.—EDison 2-7101**  
Br. Mgr.: J. O. Mack. Sales: Lloyd Edwards, G. M. Martin, S. Y. Cloninger. Bookers: Doug Baisey, James Dinkins, Ray Resler, J. M. Cooney. Cashier: Mildred Warren. Emerg. Phone: EDison 3-2090.
- UNITED ARTISTS, 225 W. Third St.—EDison 2-5077**  
Br. Mgr.: Harold Keeter. Office Mgr.: Jack King. Sale: Charlie Hunsuck, R. M. Boovy, R. W. McClure. Bookers: Gene Gregory, Earl Blake. Cashier: Josephine Donne'lv. Emerg. Phone: FRanklin 5-3843.
- UNIVERSAL-INTERNATIONAL, 313 S. Church St.—EDison 2-3159, EDison 2-8047**  
Br. Mgr.: J. W. Greenleaf. Office Mgr.: Willard Ayers. Sales: W. A. McClure, George A. Royster, John H. Griffin. Bookers: Austin Roberson, W. B. Kiser. Emerg. Ph ne: FRanklin 7-6626.
- WARNER BROS., 311 S. Church St.—FRanklin 6-5611**  
Br. Mgr.: J. W. Kirby. Office Mgr.: Robert E. Heffner. Sales: Arthur Sklar, M. B. McAfee, W. R. Holder. Bookers: A. W. Bell, Kirkland Broom, Kenneth Hall. Cashier: Thelma Culp. Emerg. Phone: EDison 3-1311.

Supply Dealers

- CHARLOTTE THEATRE SUPPLY, 227 S. Church St.—EDison 3-9369** Emerg. Phone: FRanklin 5-6578.
- DIXIE THEATRE SUPPLY CO., 213 W. Third St.—EDison 2-4343** Emerg. Phone: EDdison 3-3381.
- HARRIS THEATRE SALES, 315 S. Church St.—FRanklin 5-0111** Emerg. Phone: EDison 4-5915.
- INDEPENDENT THEATRE SUPPLY CO., 216 W. Fourth St.—EDison 2-5050** Emerg. Phone: FR 5-2015.
- NATIONAL THEATRE SUPPLY, 304 S. Church St.—EDison 2-7753** Emerg. Phone: EMerson 6-0020.
- SOUTHEASTERN THEATRE EQUIPMENT, P. O. Box 1842—EDison 4-3093**
- STANDARD THEATRE SUPPLY CO., 1624 Independence Blvd., W.—FR 5-6008**  
Emerg. Phones: FR 6-8212, JA 3-5849.
- THEATRE EQUIP. CO., 1220 E. Seventh St.—FRanklin 5-8481**
- WILKIN, INC., Sales Dept., 229 S. Church St.—EDison 3-6101**  
Emerg. Phones ED 4-5567; Candy Dept., 129 W. First St.—ED 4-3516.

Screen Trailers

- CHARLOTTE POSTER EXCHANGE, 219 S. Mint St.—EDison 4-3321**
- NATIONAL SCREEN SERVICE, 300 W. Third St.—EDison 3-6628** Emerg. Phone: EDison 4-6712.

Signs, Advertising and Printing

- BENTON CARD CO., Benson, N. C.—3071**
- CHARLOTTE POSTER EXCHANGE, 219 S. Mint St.—EDison 4-3321**
- CHARLOTTE THEATRICAL PRINTING, 233 W. Second St.—EDison 4-7882**
- NATIONAL SCREEN SERVICE, 300 West Third St.—EDison 3-6628**

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- CAROLINA DELIVERY SERVICE, 1336 S. Graham St.—EDison 3-5196**
- OBSERVER TRANSPORTATION CO., 600 South Tryon St.—EDison 4-1651**

A SPECIAL SERVICE . . . only in MOTION PICTURE EXHIBITOR



. . . The old Missouri is being razed. . . Mrs. Georgia Pitner, Fairfield, Ill., has taken over the buying and booking for the Strand there. Her son, Bob, who formerly handled these duties, has accepted a position outside the industry. . . The Thunderbird Drive-In, with accommodations for almost 900 cars, opened. . . The Roxy, Ramsey, Ill., was reopened by Raymond Williams. . . The Roxy, Coulterville, Ill., reopened under new management. . . The Laclede, owned and operated by Phil Nanos and associates, closed permanently due to a redevelopment project. . . The Melba and Michigan and the Savoy, Ferguson, units of the Fred Wehrenberg Theatres circuit, have gone on weekend operation for the balance of the summer season. . . The recent newspaper strike pro-

vided a fine opportunity for theatre owners and managers to properly evaluate newspaper advertising and other media and the lessons learned will doubtless be reflected in their future advertising policies. The strike certainly adversely affected theatre attendance. . . Fred Zinneman, producer, Warners' "The Nun's Story" was in in connection with film and met the local film folk at a luncheon at the Park-Plaza Hotel. . . Patrick Dwyer, an employee of the Fox, was shot and seriously wounded by a prowler he surprised in the driveway of his home.

### SALT LAKE CITY

An effective tie-in with the local Cloverleaf Dairy has been in operation whereby four de luxe bicycles were presented to the youngsters who brought the most empty cartons to Fox Intermountain's Uptown, Southeast, Murray and Academy, Provo, Utah. . . Norman Wilson from California is the new manager at the Centre. Bill O'Brien, former manager, Centre, is now in charge at the Capitol. . . Gene Walkingshaw is the new manager at the Murray replacing Tom Schneider, who has been transferred to Las Vegas, Nevada. . . Mrs. Sue McDonald is the new secretary to Intermountain Theatres general manager John Krier, replacing Mrs. Mary Carter, resigned. Mrs. McDonald was formerly secretary to C. J. Icona, Intermountain Theatres publicity department. Her place in this capacity has been filled by Cherry Washburn. . . Bill Weight is now house manager at the Gem for Utah Drive-In Corporation. . . Cindy Robbins was in advance of U-I's "This Earth Is Mine," Tower and Park-Vu. . . "The Sound and The Fury" was just too much for two brothers who fell asleep and were locked in the Richie after the theatre closed for the night. They were "rescued" by their mother, a police officer and the theatre operator.

### SAN ANTONIO

The Towne Twin Drive-In has inaugurated a new screen policy showing both Spanish language films and Hollywood pictures on their double bill program. . . Eunice McDaniel, exploiteer for United Artists, was in on behalf of "The Hounds of the Basker-

villes" opening at the Aztec. . . W. H. "Bill" Baker has been named assistant manager of the Josephine during the summer. He is to enter his second year as a pre-law student this fall at the University of Texas. . . Seniors of the Timpson, Tenaha, Gary, Garrison, Mount Enterprise and Joaquin high schools were the guests of the Fox, Timpson, Tex., on a recent Friday evening. The special showing was a gift to the graduates from the management of the Fox in appreciation for their patronage through the school year. . . Violet Finlay-Grant, 71 widow of Ken Finlay Sr., pioneer showman in New York, New Jersey and Pennsylvania and later a theatre owner in Virginia and North Carolina, where he met his death in an automobile accident in 1928, died in Texas City Tex. . . R. D. Leatherman has been appointed manager of the Bonham, Tex., the atres recently purchased by Phil Isley Theatres from the Cole Estate. Leatherman has been with the Interstate Theatre circuit for some 20 years. The Isley purchase included the American indoor and the Bonham Drive-In and the Elite indoor which is closed. Purchase price was said to be \$150,000. . . The Yale, Cleburne, Tex., has been shuttered and will not be reopened. . . Dora Elia Zamora, on the staff of the Azteca film exchange, became the bride of Eduardo Villarreal. They went to Mexico City for their honeymoon. . . Sam Schwartz, owner of the Aztec and Yolanda at Eagle Pass, Tex., in at the Nix Hospital for an operation, is now recuperating in his home. . . The San Antonio Evening News conducted a novel contest on behalf of "The Big Circus." One day for five days, pictures of prominent men were run. Each was made up as a circus clown. Prizes are to be awarded to those guessing the correct identity of the men. . . Jeanette Yvonne Knoche and Michael Krehel Jr., were married recently. The bride is the daughter of Walter Knoche, well known theatre owner and operator at Fredericksburg, Tex. The bridegroom is from San Antonio. . . The roof of the Rio, Mercedes, Tex., was damaged by a fire that destroyed a building adjoining the theatre. . . W. C. Gustafson has been named manager of the Rialto, Alice, Tex. He succeeds Scotty Danie who will enter private business in San Antonio. This is Gustafson's first entry into the business. . . Charles Albert and Bill Rau, of San Antonio, operating as the Al-Ra Theatres, have purchased the 62nd and Lexington Drive In, Corpus Christi. They presently operate the Circle 81 Drive In, San Antonio. Sam Kellogg will remain on as manager. The new owners have announced a summer admission policy of \$1 per car.

### SEATTLE

Warner Bros. reopened their Portland office, which has been closed the past year-and-a-half. Al Oxtoby, who formerly served as branch manager of the Portland operation, returned to the same capacity. Edna Moore went down from Seattle as cashier. . . Fred Danz, vice-president of Sterling Theatres, is entering his "Ralt" in the Pacific International Yacht Association Regatta. . . Loren Sackrider, of Sterling's Advertising department, and his wife, Peggy, became parents of a seven pound three ounce baby girl.

### WASHINGTON, D. C.

Sheldon Tromberg announced the opening of Continental Distributing Inc.'s office serving the Washington, Philadelphia, Pittsburgh, Cleveland and Cincinnati territories at 1034 Warner Building, 13th and E Streets, N.W.

## PROGRESSIVE ELECTRIC CONSTRUCTION CO., INC.

240 N. 13th STREET • PHILADELPHIA 7, PA.

**Theatre Installations  
and Maintenance**

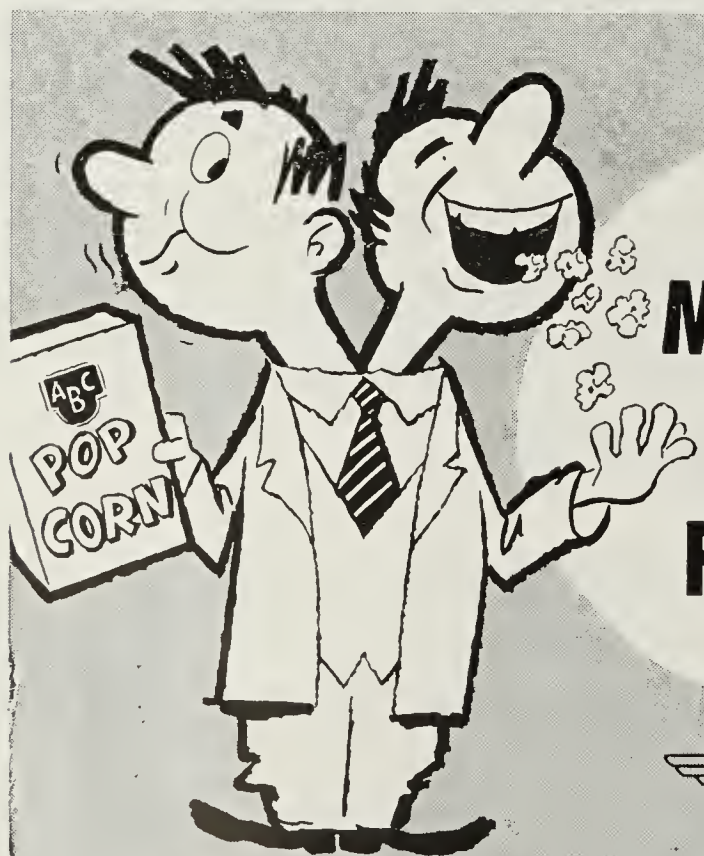
## COMING TO NEW YORK?

Stay at this modern 25-story hotel. Large, beautifully furnished rooms with kitchenette, private bath, from \$7.00 daily, double from \$10.25. Two room suites from \$12.50.

**LOWER RATES  
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# PHYSICAL THEATRE ● EXTRA PROFITS

TOM WERNER, Editor



This attractive lounge is strategically located between men's and ladies' room. The wall decorations and carpeting, plus well-placed seating accommodations provide comfort equal to any customer's wishes, a top patron-retaining feature.

Volume 14

Number 7

July 15, 1959

*A once-a-month combined department devoted to the physical structure of the conventional and drive-in theatre, its design, equipment and furnishings, with a special section devoted to theatre refreshment operations and management.*



# Plusmanship



He is a customer for Coke, and then—Plusmanship sells him popcorn, hot dogs, candy bars, the rest. It can work for you, too.

**Plusmanship**  
**Plusmanship**

is our new word for an old talent: plus salesmanship. makes these extra-profit sales that I just beyond the original order.

## *It pays to practice*



# made these sales!



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can help teach Plusmanship to your personnel  
and sell your customers on the idea.

ask the representative for Coca-Cola who calls on  
you for the full details.

# Plusmanship



SIGN OF GOOD TASTE



**THE ONLY  
PROJECTION  
LAMP  
THAT MEETS  
THE OPTICAL  
REQUIREMENTS  
OF EVERY  
70 MM  
35 MM  
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*The New*  
**Strong**  
**"35/70 SPECIAL"**

- ★ Costs little or no more than 90-135 amp. 35 mm lamps.
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- ★ Only Strong gives you automatic arc crater positioning at no extra cost.
- ★ In many cases, requires no new nor special current conversion equipment.
- ★ The only 70 mm arc which accommodates full 20-inch positives. Permits projection of an extra double reel per carbon.
- ★ Projects 35 mm equally as efficiently as 70 mm, without changing reflector.

*Phone, wire or  
write today for full details.*

**The STRONG ELECTRIC Corp.**

41 City Park Avenue

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LAYING IT

## *On The Line*

### A New Concept

Every time a theatre shutsters an autopsy should be held. Pronouncements that the closing was due to lack of audience is like saying that a man died from heart failure. Everybody dies from heart failure, as does every theatre close when its audience has vanished. Theatremen in the area should convene after each closing and examine the entrails—the policies and administration—of the deceased. In all likelihood findings would reveal that the house's demise was due, at least in part, to faulty service tendered its patrons.

The current situation demands that each exhibitor pursue an active and aggressive policy of patron service and conveniences, one that will keep the theatre and its product before the public's eye at all times. The wisdom of such a policy has been amply demonstrated in separate areas. Such innovations as a saturation "business building effort," so successfully used in the promotion of single films, have become as much a part of patron service as making certain that he is well served and seated during his stay in the theatre.

This definition of patron service enlarges the concept of the term and reaches out to encompass the audience in an effort to bring it into the auditorium. It is a function that has previously been recognized as the responsibility of the major producing companies. The efforts of these Hollywood-based firms are no longer sufficient to meet the more immediate, provincial needs of today's motion picture theatre. Greater emphasis on local appeal, which has become the primary audience attractor, is now essential. It is a function that only the operator who knows his particular area can fulfill.

In the drive to establish a more intimate rapport with his audience, the individual exhibitor must first be made aware of his new functions and then taught the means with which they may be exploited to the utmost. To exhibitors everywhere the modern operation has come to include promotion and public relations for his features as well as proper maintenance of his physical theatre. Although we are concerned here exclusively with keeping the operator informed of the latest improvements that can be made within his immediate realm, we recognize that we cater to only a part of his larger function.

However, before the exhibitor can even attempt to fulfill his role completely, he must make certain that his plant is in top operating condition. His concern must begin always with his immediate assets and these are the facilities he has to entertain and satisfy his patrons once they have passed under the marquee. The theatre is still the heart of the patient and remains its major organ. It is here that we must please all of the people all of the time—pithy philosophical maxims notwithstanding.

**PHYSICAL THEATRE • EXTRA PROFITS •** Sectional department of MOTION PICTURE EXHIBITOR, published once a month by Jay Emanuel Publications, Inc., 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. All contents copyrighted and all reprint rights reserved.



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**MONEY**  
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The highest return your money can earn is in the business you know best. Yours is Theatre. Ours is Theatre seating and rehabilitation. You can't find a better or safer tie-up . . . to protect your investment and assure your highest possible earnings. Let's talk it over.

How about right now?

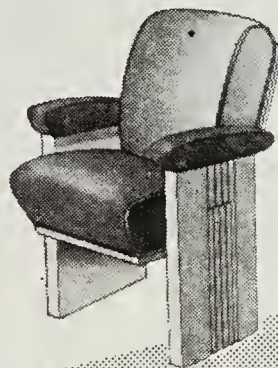
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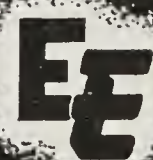
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160 Hermitage Avenue  
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**Read PHYSICAL THEATRE  
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Every Month**

**Changeable Letters**



**STANDARD or BALLOON**

Attraction Boards Avail-  
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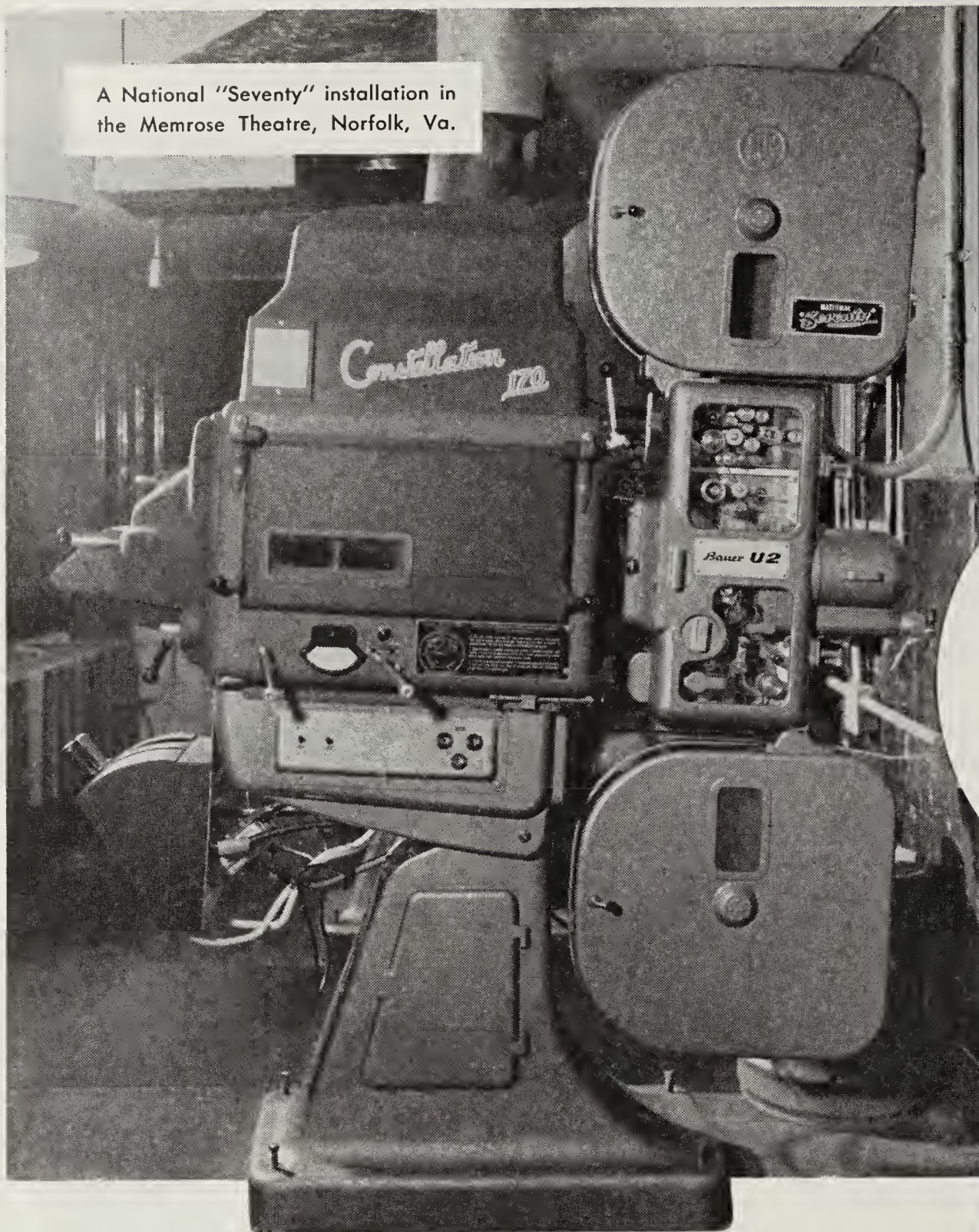
**The BALLANTYNE CO.**

1712 Jackson St.

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A National "Seventy" installation in the Memrose Theatre, Norfolk, Va.



# NATIONAL "Seventy" PROJECTION AND SOUND SYSTEM

"70"  
the  
with all the  
features!

**70mm/35mm  
conversion  
in 2½ minutes!**

The superb new design of the National "Seventy" permits truly hi-speed adaptability to any 35mm system—standard, wide-screen, Cinemascope, etc. With the "Seventy" you can schedule a program combining the two film sizes . . . converting from one to the other in a matter of minutes!

## Special features of the National "Seventy":

- **Separate sprockets** are provided for each film width—single screw fastening of the sprockets means practically instantaneous removal.
- **Optical and magnetic sound** components are an integral part of the projector housing rather than separate "added-on" units.
- **Magnetic sound head** contains separate clusters for 4 and 6 channel sound reproduction.
- **Curved film gate** stabilizes focus and reduces film buckling. Adjustable tension of teflon runners assures steady projection with all film, new or old.
- **Lens mount** is rugged and exceptionally accurate—can accommodate any focal length lens for presentation of 70mm or 35mm.
- **Projector Drive** motor is connected directly to mechanism and provides for film speeds of 24 or 30 frames per second.
- **Automatic Circulatory Lubrication** eliminates need for special attention.
- **Cone type shutter** provides screen with maximum amount of light.
- **Motor-driven film take-up.**
- **Completely enclosed pedestal** tilts upward to 12° for drive-in use and downward to 30° for indoor use.

Call your National man for complete specifications, prices and delivery on the "Seventy".

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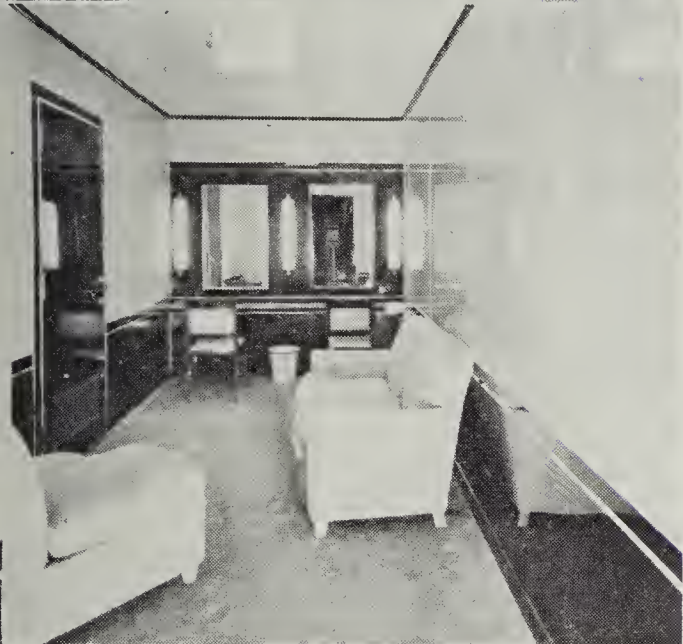
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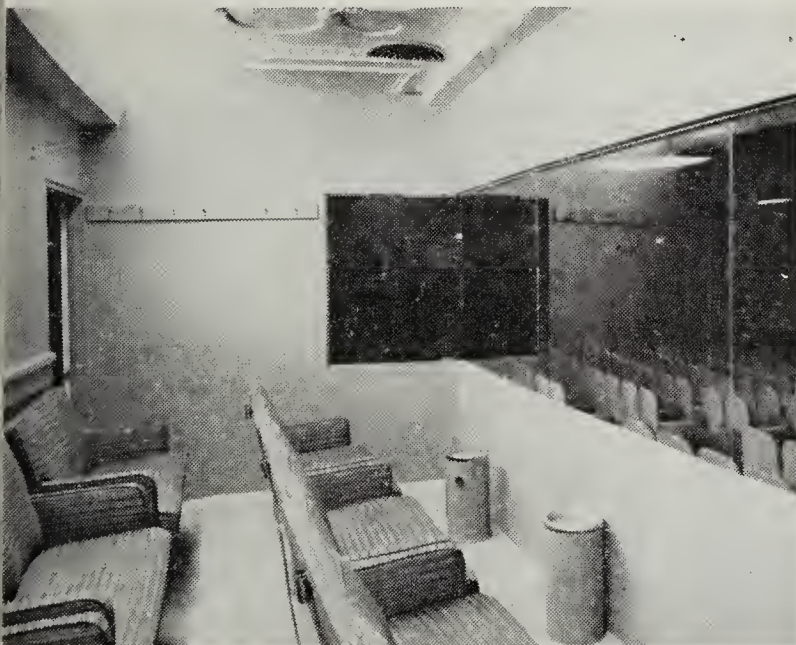
A subsidiary of  
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# SERVICES AND CONVENIENCES . . . TO ATTRACT AND RETAIN PATRONS



*Modernization brought an attractive, inviting appearance to this theatre powder room in which the decor and furnishings were outmoded (top). Smooth, colorful panels of plastic-finish were applied directly over the dingy walls of rough-textured plaster. The result (bottom) is much more pleasing to the patron, and a service the equal of which every theatre must provide.*



*This is an interior view of a "party room," a de luxe service designed to lure customers in groups and provide them with private accommodations. The room is soundproofed, has its own separate sound speakers and its own air conditioning outlets. Thick piled carpeting is on the floor and separate coat hangers are provided for all.*

Immersed as he is in the battle for the patron's leisure time, the theatre operator must be more alert than ever to the "details" involved in the maintenance and improvement of his theatre. The sum total of these "details" determines the level of satisfaction of each patron and, therefore, the theatre's well-being. These "details" are more commonly called patron services and conveniences. They are akin to the blood stream. Loss of them spells doom, careful attention to their health and supply can mean increased, and more profitable life.

Four bywords generally accepted as guiding beacons to the conscientious manager are courtesy, cleanliness, comfort and convenience—the convenience with which the patron may make use of the house's services. Thus, the patron's image of the theatre is conveyed through his physical senses and these begin the moment he is in sight of the marquee.

The lobby should be well-lit and, if possible, its decor should direct all eyes toward the refreshment stand. The refreshment stand itself should be spotless, well-stocked and with supplementary vending machines in good working order at all times. The areas around these must be kept clear of cups, containers and similar debris. Trash receptacles can be spaced so that no congestion occurs even during breaks and other rush periods. Stocking of enough refreshments in numerous sizes, is always a problem. However, if the stand carries quality merchandise—that is, name brands familiar to the patron and items he can easily identify, thus making use of any previous advertising the manufacturer has made—a steady flow of customers is assured. Having people stand around quizzing refreshment stand personnel in quest of items that are not stocked will not only lose time, but will also create doubt—doubt in the patron's mind that he is receiving the best that he can buy.

Courtesy from everyone connected in any way with the theatre will cushion any complaints the patron may have and make it easier for him to return. Courtesy should start at the box office and set the tone of all contact between patron and theatre personnel.

## PHYSICAL THEATRE

Vol. 14, No. 7

July 15, 1959

it in surroundings equal to—if not better than—he is accustomed to in his home. Ample seating that is clean and in good repair is essential. Carpets must also be kept clean. This can be done by vacuuming at least once a week, if not more often. Tile floors should be cleaned with a good hair broom. There are many preparations on the market that will serve to remove most spots or stains from carpeting. Vending machines can be valuable supplementary refreshment stand aids in a lobby that attracts patrons. Lists of coming attractions can be placed so that they are easily seen and will create interest and potential customers—and customers that are well informed of the program. The lobby should be checked often and any trash removed immediately. The same periodical check should also apply to ash stands and trash receptacles.

There is nothing more distasteful to any patron than a dirty or badly kept washroom. Arrangement of fixtures so that there is no congestion is important and it is a cardinal rule that all fixtures be kept spotlessly clean and in proper working order. A brightly lit and sanitary rest room goes a long way toward determining the patron's opinion of the theatre. Paper towels, if used, should be evident and in abundant supply if a grumbling customer with wringing wet hands in the lobby is to be avoided. With a thorough cleaning every day and a check at every break, the rest rooms can be kept in the best of condition with a minimum of effort. What can be done to modernize a dingy and outmoded powder room is amply illustrated.

It is no longer possible to jam as many people as the fire ordinance will allow into an auditorium and expect the customer to be satisfied. All seats must be comfortable and with a good view. The variety of seating available currently allows the operator to make a choice that will combine comfort, decorativeness and economy. These seats must also be spaced so as to allow for ease in passing without necessitating the patron's standing with each new viewer that makes his way to a seat. Above all, these seats must be kept in good repair. This can be done by inspection of all seats after the last show each day. Appropriate seating is more important now than it has ever been. With the advent of wide-screen processes, stereophonic sound, and allied seating design, much of the audience is made to feel a part of the picture. This illusion can serve to make motion picture viewing an experience to be desired often.

*Continued on Page PE-18*



## The West Coast's Newest Glamor Spot



The United Artists, San Francisco's newest bright light, sports a five-line marquee, the beginning of its \$250,000 face lift that earned owner Sherrill C. Corwin the city's Citation of Achievement.

# SAN FRANCISCO'S RENOVATED UA

San Francisco, the Paris of the Pacific, added another attraction to its wealth of impressive landmarks recently when the United Artists re-opened after undergoing a thorough \$250,000 renovation. Built by J. D. and Sid Grauman in 1912, the UA was closed by current owner Sherrill C. Corwin, March 17 and relighted more than a month later with "Some Like It Hot."

Done over from sidewalk to screen, the UA's new look is evident as soon as the theatre itself becomes visible. And the new five-liner marquee, installed by QRS Neon Company with its glass by Bevelite Company, is visible from a more than mean distance. From the marquee to the all-glass entrance doors there is a terrazzo design. The old box office, which had been in the center of the outer entrance, has been moved to the right side. The shadow-box poster boxes are prominent outside the theatre and also on the mezzanine.

The interior fully measures up to the promise of quality the visitor gathers from the house's sidewalk appearance. Magnicite, sound absorbent floors covered with extra deep carpeting in red, black and beige—by F and C Floor Covering—lead to the American Seating Company's new 21-inch lounge seats, re-spaced to measure a full three feet from back to back. To accomplish this spacious arrangement, 108 seats were eliminated, reducing the house to a capacity of 1,100. The completely new candy counter is in the center of the lobby, a more promising merchandising position compared to the old stand which was off to one side. Equipment for the counter is by Sinicrope and Sons.

The persimmon colored exterior continues to a persimmon, charcoal, white and lemon interior motif throughout, with credit for the luxurious lobby due the Farrol Art Company.

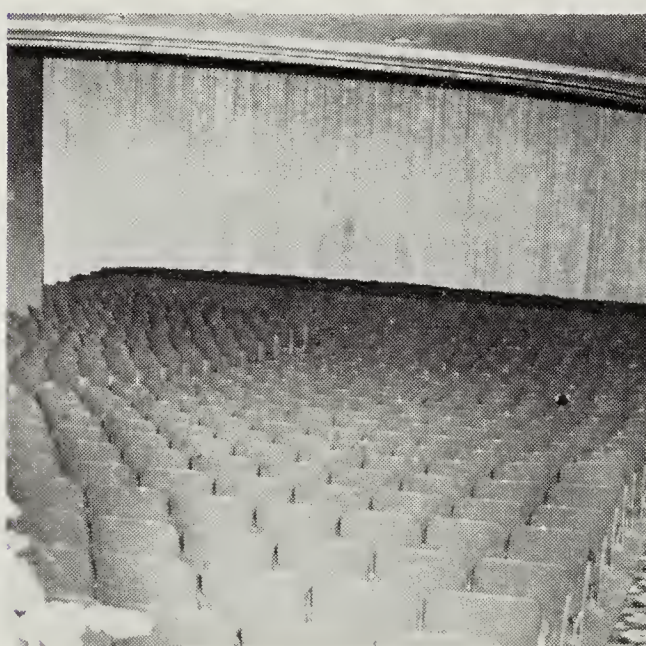
As the color motif tends to create the illusion that the theatre has drawn the sidewalk into its lobby, the new interior sidewall decorations featuring plants and small shrubs, bring some of the outdoors into the orchestra auditorium.

The proscenium arch has been widened and moved to accommodate a 50 foot screen that will handle all processes except Cinemascope. One hundred feet of pearl grey closing curtain sweeps from side walls across the screen.

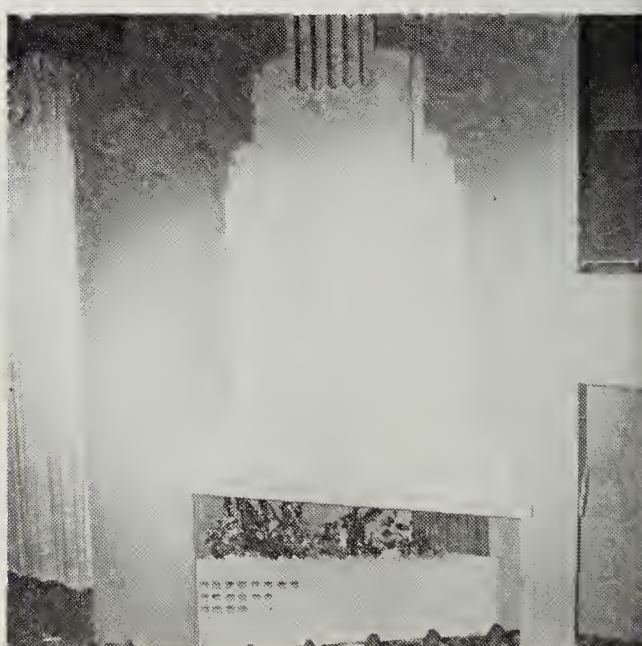
Corwin, president of Metropolitan Theatres Inc., and head of the North Coast Theatres Corporation, engaged architect Carl G. Moeller, decorators A. J. and Tony Heinsbergen, and construction engineer Carl Johnson for the renovation. The city, in appreciation of the glamor added by the UA's new look, awarded Corwin a Citation of Achievement. So do we.



The redecorated mezzanine lobby also shows new reflector lamps of the type installed throughout the theatre.



This view from the rear of the auditorium shows the new lounge seats with the 50-foot screen, covered by the grey closing curtain.



This one of two facing planters is the prominent sidewall decoration bringing some of the outdoors into the auditorium.



# Pepsi puts Profit into any Picture

Wherever people go for fun, they look for Pepsi-Cola. Pepsi's syrup sales are up 292% since 1950, and Pepsi's price advantage has enabled leading theatre owners to make extra profit from the trend.

Get the picture? More demand, more sales, more income. That's why you'll do well to feature Pepsi—the lowest-priced nationally advertised cola on the market. Get the facts and figures today from your local Pepsi-Cola Bottler or write to: National Accounts Department, Pepsi-Cola Company, 3 W. 57th Street, New York 19, N.Y.





# EXTRA PROFITS

TOM WERNER, Editor

July 15, 1959

## Boost Sales—AUTOMATICALLY

by Melville B. Rapp  
Apeo Inc.

by Charles H. Brinkmann  
Rowe Manufacturing Company

These days, supermarket and department store merchandising experts are beating the drums for "related selling," but theatres with refreshment stands and soft drink machines were years ahead of them. We all know popcorn sells soft drinks. Soft drinks sell candy and other snacks. These snacks sell more soft drinks and coffee. It's as

simple as that; automatic venders and theatre refreshment stands actually help one another to increase sales volume.

Not so well known, perhaps, is the fact that replacing old machines with new not only causes an immediate spurt in business at theatre stands, it keeps the "average-cents-per-person" well above previous levels, even after the initial novelty has worn off. The reasons for this are many.

Today's automatic merchandising machines are the product of intensive research and development. They are more attractively illuminated, to draw more traffic. They are

designed in tasteful color combinations that blend with a theatre's decor. They are mechanically superior to older machines, and serve better soft drinks, popcorn, hot chocolate, coffee, etc., that satisfy patrons more and build more repeat business. They offer greater selectivity, to cater to the greatest variety of tastes. They have higher cup and ingredient capacities, so they will operate for longer periods without refilling. With changes like these making old machines obsolete, it may be time for you to consider whether you are short-changing yourself by clinging to older machines that cannot produce maximum sales volume.

And now, promising a further increase in the "average-cents-per-person" are new soft drink machines that serve drinks with crushed ice, and permit you to serve larger cups at premium prices. In theatre lobby tests, these machines with ice-maker units have been selling more drinks per machine, at a higher price per drink. Word-of-mouth reaction to the novelty of ice has increased traffic flow and theatre stand sales, proving once again that modern vending machines can improve the entire profit picture.



RAPP

No one knows better than the theatre man the importance of concessions in the over-all profit picture. The movie-goer's habit of munching and chewing as he watches the picture can mean the difference between a marginal and profitable evening for the movie exhibitor.

Fortunately, there's no need to open a short-order counter in the mezzanine, for today there are thousands of "silent salesmen" in the form of automatic vending machines to serve your customers quietly, efficiently and profitably. Automatic vending machines are the "extras" which no exhibitor can afford to ignore.



BRINKMANN

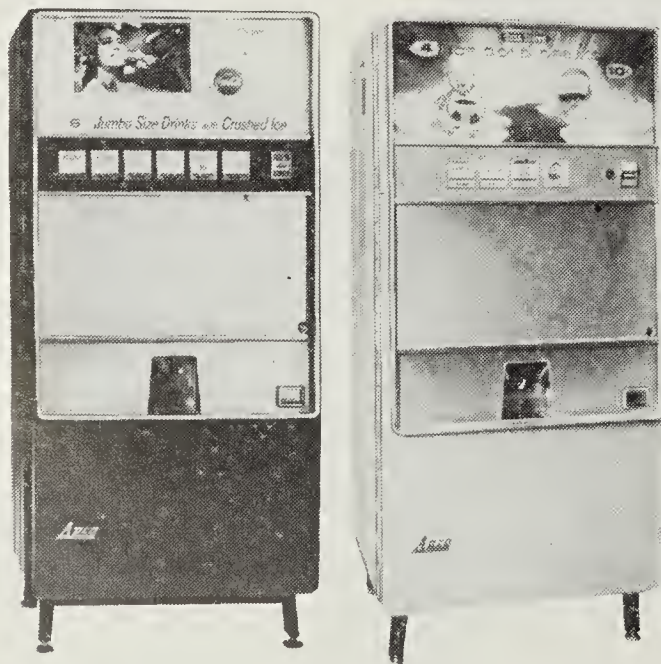
A close examination of the experience with automatic vending machines shows that they can be profitably used either as substitutes for or supplements to, concessions manned by "live" personnel. Well planned, compatible groups of modern mechanical vendors are capable of offering a broad selection of merchandise to satisfy a wide variety of appetites. A typical matching installation for example can serve as many as 20 different types of snacks, candies, gums, and

mints at four different prices, four types of cold drinks (plus fresh-brewed coffee for drive-ins) and complete cigarette brand selection.

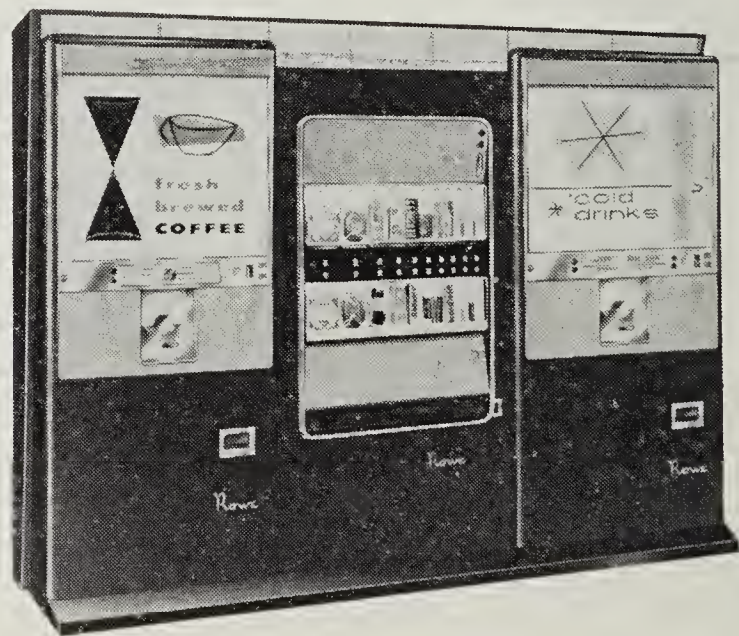
As supplements to the regular "live" concession, automatic vendors permit "extra" sales in the hours before and after the "live" concession can be operated at a profit, and help out at the peak traffic periods during audience releases. To make the most of his "silent salesmen," the exhibitor should check for these important factors:

- (1) Warranty by a reputable, experienced manufacturer;
- (2) Simplicity of mechanical maintenance;
- (3) Attractive styling; the machines should harmonize with (but not "disappear" into) the color and decor of the theatre itself;
- (4) Compactness: oversized, bulky machines tend to detract from the spaciousness of the theatre;

Continued on Page PE-16



APCO Inc.'s six and four drink soda-servers are the latest models of their kind that the company is offering at the present time. Both are top-volume dispensers.



The Rowe Manufacturing Company's "drink-snack bar" only 90 inches wide, but able to dispense 20 different kinds of snacks, four types of cold drinks and coffee.





**get more profit per patron**

*with RC Cola and Nehi...here's why*

You'll get better customer response when Royal Crown Cola and Nehi flavors are available. First of all, RC, the "fresher refresher," with its distinctive, less-sweet taste, is backed up by powerful, appealing national advertising. And the complete Nehi line of flavors is famous for the highest flavor standards in America. For example, compare a cupful of Nehi Orange with what you're now serving (or *any other* orange drink) and see if you don't prefer the Nehi Orange! Your patrons will, too.

Secondly, you'll profit because you have a local source of supply for all Nehi flavors, *and* RC. That means less fuss and bother in ordering. And local service on syrups and equipment means lower inventory, no shipping delays, and periodical checking of modern dispensers, to help *prevent* costly equipment failure (you can't make money with a dispenser that won't work!)



*You'll be Dollars Ahead...*

when you get nationally known RC and Nehi flavors,  
with *local* service, from your neighbor, the Royal Crown Cola bottler!

**ROYAL CROWN COLA CO. COLUMBUS, GEORGIA**



## A Veteran Theatreman Examines



*This stand in the century Circuit's Norstrand, Brooklyn, reflects conscientious attention given to the problem of odor and noise. The stand is located adjacent to the auditorium, several seats having been removed to accommodate it. Soundproofing has been placed behind the back and sides to eliminate any popping or other noises. A hood over the popcorn machine contains an exhaust fan which is operated by a 1/4 horsepower, 1750 rpm motor. This removes not only the fumes from the machine, but also from the space around the stand.*

# The Role Of The Concessionaire

by Emanuel Frisch

There has been considerable discussion recently concerning the role of the concessionaire in the theatre refreshment stand operation. With some 45 years as a theatreman and 25 years as a concessionaire behind me, there are certain phases of this relationship which I think bear reexamination.

In the early days of theatre concession operations, merchandise was generally limited to candy sales — which were, in a great many cases, a matter of selling rolls of chocolates from machines installed on the back of the seat. Later, upright vending machines put in their appearance, followed finally by regular stands.

### Phenomenal Growth

The theatre candy stand has been a phenomenon. Since its inception, confection merchandise has been supplemented by items involving expensive and complex equipment: popcorn machines and warmers, drink dispensing machines, and stands or cases for ice cream, frankfurters, and custard. Indoors, and even more spectacularly at the drive-in, the concessionaire has gradually expanded his operation into one which is an important part of the theatre's revenue.

Progress in the development of the theatre refreshment operation is very important. But this progress must be cautious and compatible with the financial capabilities of both exhibitor and concessionaire. The theatreman must attract the patronage essential to the economic health of the expanding stand, while the concessionaire must be prepared to cater to the taste of the clientele attracted.

### A Problem

One of the concessionaire's problems today, in contrast with the years during World War II, is that he has an abundance of merchandise to offer from excellent equipment, while fewer customers, as a rule, patronize the theatre. During the last war, circumstances were the opposite. Today, therefore, the con-

cessionaire is faced with the problem of extracting higher cents per person sales from a smaller number of people. Fortunately, many circuit operations have succeeded, in the last few years, in increasing sales per person from a low in 1953 to a high in 1958, thereby compensating for the proportionate drop in attendance.

### Different Relationship

The concessionaire must never lose sight of the fact that the relationship of patron to theatre refreshments stand and the theatre is entirely different from that of patron to terminal or subway stand. In the first case, there is a complete identification of one with the other — the customer does not distinguish between management of the stand and the theatre; in the second case, such identification is missing. The theatre suffers directly from the effects of a poorly managed concession stand.

In order to protect the theatre, the concessionaire must take the long range point of view. He must spend more on help—help of a superior kind, and accept a smaller profit on merchandise. But, in the long run, he will benefit from a larger volume of sales. Special pictures, such as "The Ten Commandments," "Sinbad," "Tom Thumb," and others require maximum help for short periods of time. The concessionaire must watch the bookings of the theatre carefully to be well prepared in advance.

### Quality Sells

Quality merchandise is an obligation of the concessionaire. He should always feature name brands, not attempt to promote unknown names. Quality merchandise both in product and brand should be sold at all times, even if the profit margin is smaller. Fresh goods, excellent service, absolute cleanliness of the facility and the atmosphere in general, will retain customers and keep them out of the neighborhood outlets for items

similar to those the theatre offers.

The concessionaire must know the personality of the theatre he serves. Each is different to some degree and probably requires a different variety of products. Soft ice cream in one theatre may be no good, while the same item in another house ten blocks away may be excellent. Prices, too, must vary. With two-a-day picture experience—where there is an intermission behind us, we have found that frankfurters, ice cream, and drinks will not move at 25 cents; franks had to be cut to 20 cents; drinks to 15 cents; and ice cream to 15 and 25 cents. Cheaper price items must be stocked for children, even if they are not on display. However, we have learned that even with lower prices we still have excellent sales per person. At two stands, we used one or more specially-purchased formica-top tables. In every house, franks were sold, kept warm with infra-red lamps.

### Rules For Success

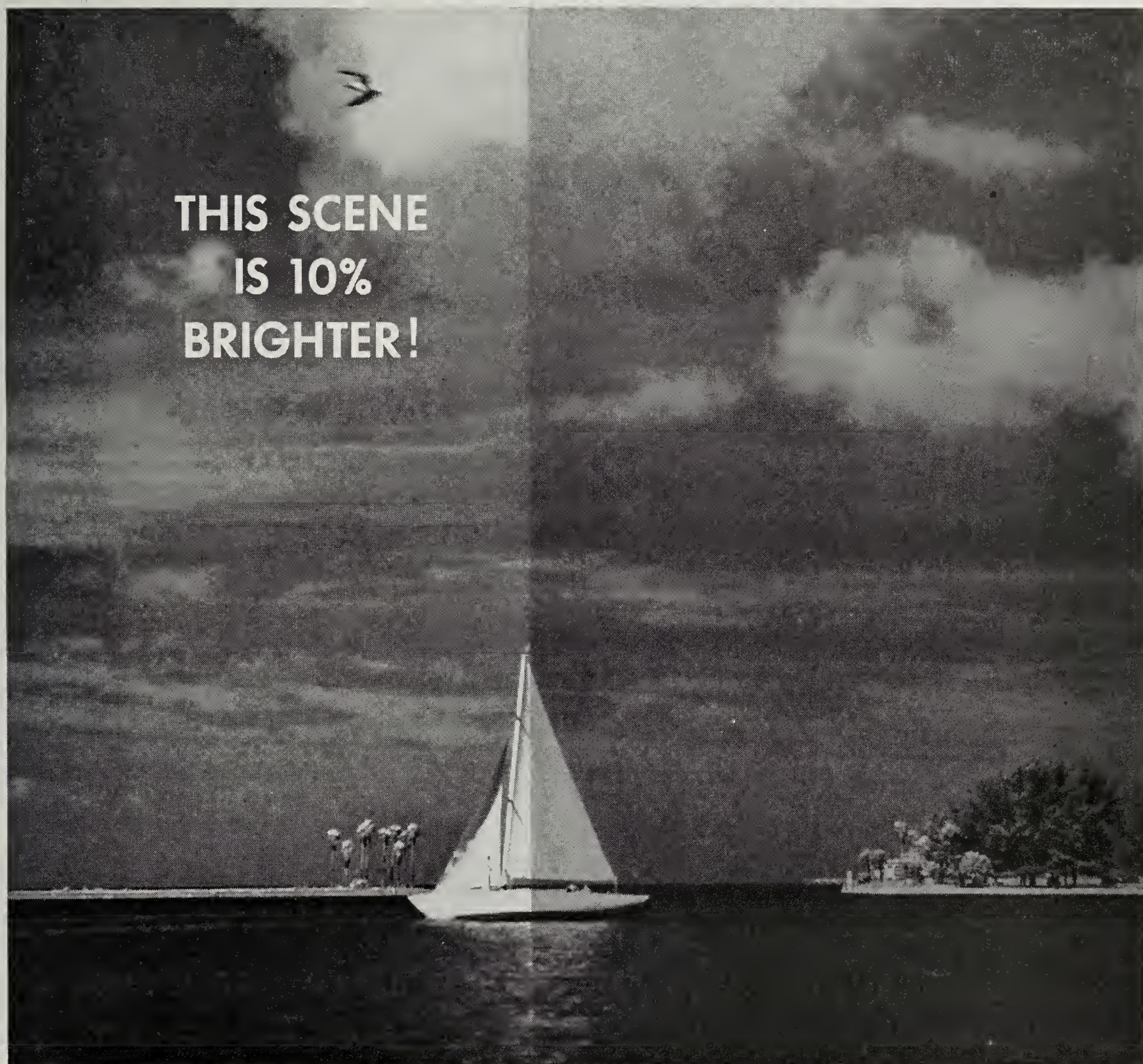
Some of the things the theatre must do to contribute to the successful concession stand operation is to help sweep up around the stand in the aisles and rows between shows; soundproof the ceiling above and near the stand; and erect glass partitions at standee rails with drapery on the audience side to absorb sound. Acoustical blocks on the stand wall in back of the seats are a big help.

On the other hand, the concessionaire must contribute such devices as an exhaust fan to carry out heat and odors; he must keep the stand and the equipment clean beyond reproach; and he must check light in the theatre when it is empty and dark to avoid reflection on the screen.

### Profits For Both

Cooperation and understanding of mutual problems of concessionaire and exhibitor should lead to increasing profits for each.





THIS SCENE  
IS 10%  
BRIGHTER!

Brighter pictures cost less with new

**N**ATIONAL 9MM x 20" H.I.  
TRADE-MARK  
**PROJECTOR CARBON**

Compare facts! Every year "National" carbon arcs burn more brightly, last longer than ever. Until recently, 9mm carbon arcs operated in the 75 to 85 ampere range. National Carbon research now gives you a 9mm high intensity projector carbon with a 75 to 90 range. 10% more light — up to 12% slower burning — means brighter, clearer screen images for greater patron enjoyment . . . at minimum cost

to you!

See the difference above. The left side of the scene is 10% brighter — all details beautifully visible — as obtained with top-quality "National" High Intensity carbons.

Another *improved* product from National Carbon . . . first in arc-carbon research and development . . . finest products with finest service.

"National" and "Union Carbide" are registered trade-marks of Union Carbide Corporation

**NATIONAL CARBON COMPANY • Division of Union Carbide Corporation • 30 East 42nd Street, New York 17, N. Y.**

**OFFICES:** Atlanta, Chicago, Dallas, Houston, Kansas City, Los Angeles, New York, Pittsburgh, San Francisco • **CANADA:** Union Carbide Canada Limited, Toronto





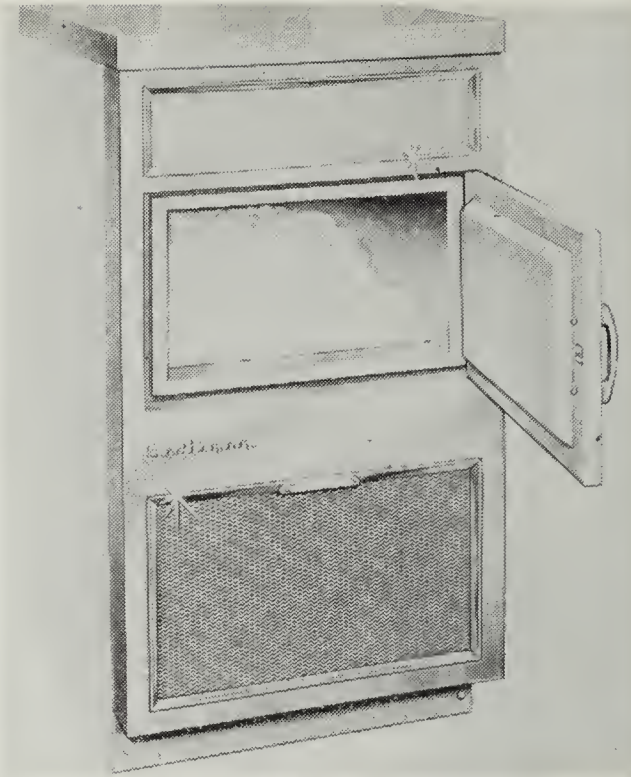
# NEW PRODUCTS

## ... that have theatre interest

### A Compact Ice Maker

A small-size Super Flaker Automatic Ice Machine that can make up to 100 pounds of crushed ice daily has been announced by Scotsman, Queen Products Division, King-Seeley Corp. A compact unit, the new Model DF-4 Super Flaker can be used either as a "built-in" or as a floor-mounted machine. It requires three square feet of floor space, is three feet high, two feet deep and one and one-half feet wide.

The new model manufactures crushed ice with the same type of freezing and flaking mechanism used in the larger Scotsman Super Flakers. There is one moving part under refrigeration. The system includes a 1/8 hp, 110-115 volt, single-phase, 60-cycle compressor using "Freon 12." The unit is hermetically-sealed and air-cooled and carries a five year warranty, the manufacturer states. An insulated stainless steel compartment stores up to 35 pounds of flake ice. A hinged, insulated door provides user access. Opera-



DF-4 SUPER FLAKER

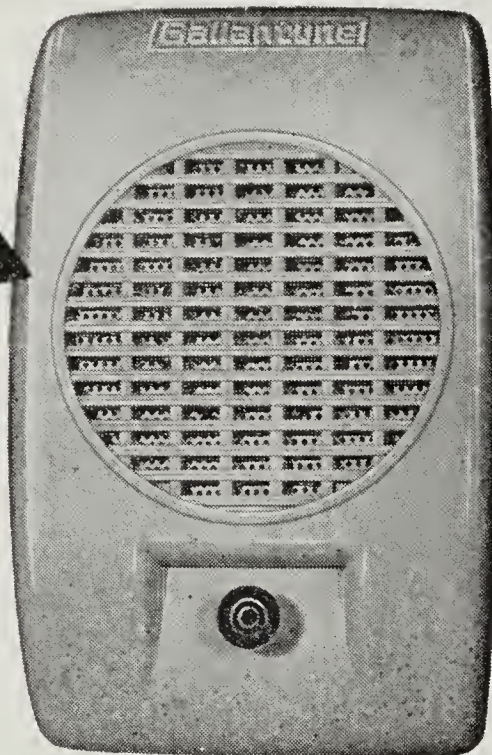
## TONE Quality

*Unsurpassed*

**TOUGHEST  
CONSTRUCTION  
EVER!**

### Ballantyne Dub'l-Cones

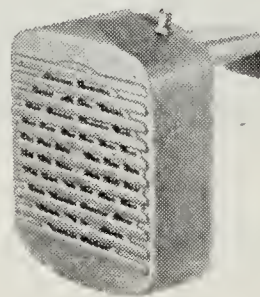
Ballantyne Dub'l-Cones give you the two most wanted features in In-A-Car Speakers — protection from shock, pressure, weather and water, and superb sound. Heavy, die-cast aluminum case has reinforced grill openings, reinforced bosses, removable hanger clip. Permanently positioned magnet. No shifting, no voice coil drag. Outer cone adds a mellow richness resulting in tone quality unsurpassed in any other speaker.



"Z" Series

### New BALLANTYNE "Z" Series DUB'L-CONE

Has drop-in outer cone and perforated aluminum speaker guard. Amazingly low price. Features simplified servicing—plug-in terminals permit post repair, two screws to loosen, repair or replace without special tools—no soldering, no glue, and in a matter of seconds. Heavy die-cast aluminum case has reinforced speaker grill.



**Ballantyne Company**

1712 JACKSON ST.

OMAHA, NEBRASKA



TENDER VENDER

### Popcorn Dispenser

With more and more people seeking diversified entertainment reflecting in smaller crowds in more places, the "Tender-Vender," a new popcorn dispenser, has been offered by the Popcorn Service Company, which is suitable to locations doing from \$15 to \$25 per day in popcorn volume.

The "Tender-Vender" is a non-coin operated device that tenderizes and dispenses specially seasoned popped corn. It can be serviced from one or more location-type popping machines. The use of the location machines to supply these warmers can provide added aroma and animation, as well as additional revenue. The newest model, (pictured above) provides an integrated base, convected heat, together with stabilized sanitary legs. It is the product of Howard Bourner & Associates, designers.

# 7

**BIG REASONS**

**HEYER - SHULTZ**

**UNBREAKABLE METAL REFLECTORS**

*Are Your Best Buy For ECONOMY and TOP QUALITY PERFORMANCE*

**5**

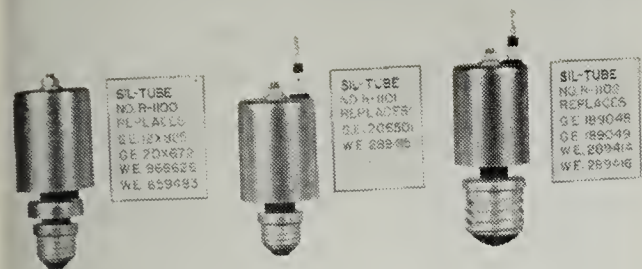
**YEAR GUARANTEE**

1. TOP SCREEN ILLUMINATION
2. WILL NOT BREAK PIT OR TARNISH
3. PERFORM AT HIGHEST TEMPERATURES
4. PRECISION WORKMANSHIP
5. NO SPARES NEEDED
6. PROVEN DEPENDABILITY
7. FACTORY REFINISHING SERVICE

See Your Theatre Supply Dealer

Manufactured by HEYER-SHULTZ Inc. Cedar Grove, N. J.





## Kneisley Shows New Tubes

A simplification of its line of Silicon (Sil-Tube) conversion units for exciter lamp supplies has been announced by the Kneisley Electric Company. Originally flat, rectangular copper heat sinks were employed with varying physical dimensions so that the model number of the supply had to be known to furnish the proper design of conversion unit. The simplified design, cylindrical in shape, has physical dimensions no greater than the gas-filled-glass tube, yet has greater radiating surface than the flat rectangular design.

The three tubes shown above are arranged to cover ten gas-filled tubes. The gas-filled tubes are removed from their sockets and the new Sil-Tubes screwed in. Minor circuit adjustments are required to compensate for the increase in efficiency of silicon over gas-filled tubes. Field tests have indicated that the life of these products is practically unlimited, according to the manufacturer.

### WANT FURTHER INFORMATION ON PRODUCTS ADVERTISED IN THIS ISSUE?

#### Please Check:

- ☐ BALLANTYNE CO., THE, Dub'l-Cone In-Car Speakers, Attraction Boards, Changeable Letters
- ☐ CARBONS, INC., Lorraine Carbons
- ☐ COCA-COLA CO., THE, Coca-Cola
- ☐ HEYWOOD-WAKEFIELD, AIRFLO Rocking Chair Loge
- ☐ MASSEY SEATING CO., Theatre Seat Rehabilitation
- ☐ NATIONAL CARBON CO., National Carbons
- ☐ NATIONAL THEATRE SUPPLY, National "70" Projection Lamp
- ☐ PEPSI-COLA CO., Pepsi-Cola
- ☐ ROYAL CROWN COLA CO., RC Cola and Nehi Flavors
- ☐ S.O.S. CINEMA SUPPLY CORP., Complete Drive-In Projection and Sound Outfits
- ☐ STRONG ELECTRIC CORP., THE, Red Arrow Selenium Rectifiers, "35/70 Special" Projection Lamps
- ☐ WAGNER SIGN SERVICE, INC. Wagner Frames, Letters and Panels
- ☐ WILLIAMS SCREEN CO., Theatre Screens

### WANT FURTHER INFORMATION ON NEW PRODUCTS SHOWN IN THIS ISSUE?

LIST ITEMS \_\_\_\_\_

\_\_\_\_\_

ISSUE OF JULY 15, 1959

NAME \_\_\_\_\_

THEATRE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY, STATE \_\_\_\_\_

**MOTION PICTURE EXHIBITOR**

246-48 N. Clarion St., Philadelphia 7, Pa.

# Governors To Declare Popcorn Poppers Day

A presidential primary poll utilizing popcorn bags, a "Tall Corn Tale Telling Contest," and the crowning of a "Popcorn Queen" will form part of the Poppers Day celebration planned in Popcorn Village, North Bend, Neb., August 21. Governors of all 50 states are expected to declare the day as National Popcorn Poppers Day.

Farmers from all sections in the nation's Corn Belt will be the guests of honor and the object of reports on the type of popcorn crop they may expect to harvest in the years ahead. Prizes will also be awarded to the first baby born the day of the celebration, and to its Momma and Poppa "Popper."

The Tall Corn Tale Telling Contest will be judged in three categories: the corniest tale, the most interesting tale, and the tallest tale. Prizes to the winners will be a year's supply of popcorn.

Special bags depicting the leading presi-

dential candidates have been prepared, and the celebrants will cast a ballot for the candidate of their choice by picking the appropriate sack of popcorn. These polls have successfully predicted the outcome of presidential campaigns since 1948, scoring correctly even when the experts failed to pick the winners.

The "Popcorn Queen" will be chosen in a corn popping contest and judged strictly on her ability to pop corn, not her proper proportions.

Among the attractions on display will be a popcorn stand that was patronized by every president, from T. Roosevelt to F. D. R. Operated by the late Steve Vasilakos, the stand made news all over the country three times when Washington police tried to drive Steve from the White House lawn, only to have a president of the United States intercede each time in his behalf.

## Never Before FINE RECTIFIERS So Low Priced

### Red Arrow Selenium Rectifiers



- ★ Engineered and manufactured by Strong SPECIFICALLY for dependable, efficient use with angle or coaxial trim high intensity projection lamps. Not just general purpose rectifiers.
- ★ FULLY GUARANTEED.
- ★ Type H (glass) insulated transformers. Withstand 150° F. higher temperatures than Type A (cotton). Permits emergency operation of two lamps on one rectifier.
- ★ FULL SIZE SELENIUM STACKS—DAMP-PROOFED FOR TROUBLE FREE OPERATION IN WET CLIMATES AND TO WITHSTAND WINTER STORAGE.
- ★ Amperage adjustable during lamp operation by means of 3 rugged 8-point dial switches. Adjustable for compensation of line phase imbalance.
- ★ COOLED BY HEAVY DUTY FAN. Line control relay.

Whatever the amperage output required there's a model to fit your needs.

#### 5 MODELS:

##### 3-Phase—

60 to 100 Ampere  
90 to 135 Ampere  
120 to 180 Ampere

##### Single Phase—

70 to 90 Ampere  
90 to 135 Ampere

## THE STRONG ELECTRIC CORPORATION

21 City Park Avenue

Toledo 1, Ohio

Please send literature on Strong Rectifiers.

NAME \_\_\_\_\_

THEATRE \_\_\_\_\_

CITY & STATE \_\_\_\_\_

NAME OF SUPPLIER \_\_\_\_\_



## Song And Prose Celebrate Hot Dog Month

The song declaring "there ain't no bones in a hot dog" has produced amazing sales results when played in theatres and drive-ins, according to the National Hot Dog Month Council. The song, "The Hot Dog Polka," has been utilized by the Council in promoting National Hot Dog Month, now under way.

It seems that the song, when filtered to the patron's ear, has an amazing gastric effect, arousing a compulsive need for the frankfurter in the patron and sending him forth-

### YOUR BEST MEANS OF SELLING EVERY ATTRACTION



—on attraction board large enough to accommodate plenty of powerful sales copy. More theatres install

### WAGNER ATTRACTION PANELS & LETTERS

than all other makes. Write for literature on the most complete line of show-selling equipment in the world.

**WAGNER SIGN SERVICE, INC.**  
218 S. Hoyne Ave., Chicago 12, Ill.

## QUALITY MADE WILLIAMS SCREENS FAMOUS FIRST CHOICE EVERYWHERE

**WILLIAMS SCREEN CO.**

1678 Summit Lk. Blvd., Akron, Ohio

IN CANADA

J. M. Rice & Co., Ltd.  
Winnipeg, Man.

Best Theatre Supply  
Montreal, Que.



The Queen of Notional Hot Dog Month, Irene Wosserkott, exchanges her favorite food for recordings of the Hot Dog Polka with singer Len Dresslar. Notice the lady's tasty headgear.

with to the nearest refreshment counter, says the Council. This, and additional display material issued by the Council, is offered to theatre and drive-in operators to aid them in the promotional efforts directed toward the customer in behalf of the refreshment stand.

### Hatch Appoints W. P. White

The appointment of William P. White as national traveling field representative has been announced by Arthur Hatch, president of The Strong Electric Corporation, Toledo manufacturers of motion picture projection arc lamps, graphic arts equipment, spotlights, and slide projectors.



WHITE

White is transferring to Toledo from Charlotte, N.C., where he has been operating the Southeastern Theatre Equipment Company. He has been identified with theatre equipment throughout his business life, and has managed the National Theatre Supply Company and Wil-Kin Company branches in Charlotte.

### Hurley Switches Distribution

Hurley Screen Company, Inc., has announced that they have discontinued distribution of Hurley theatre screens through the Radiant Manufacturing Corp. The Hurley firm manufactures the Super-Optica and SuperGlo screens. The company will return to its former policy of selling through authorized theatre supply dealers.

### Sweden Re-issues Booklet

A second printing of the 24-page booklet "How To Reduce Your Ice Cream Food and Labor Costs" has been issued by the Sweden Freezer Manufacturing Company. The booklet, supplied free of charge, is a guide for building ice cream business at a profit by cutting the high costs in the retail handling of ice cream, it is claimed.

## BOOST SALES

Continued From Page PE-10

(5) Compactibility with the other vending machines: a grouping of various size, color and design vendors is unpleasant and therefore uninviting. They should have a "planned" look that speaks efficiency and convenience.

Location can be crucial. Here are some basic rules for properly locating machines:

(1) High traffic areas: use spots that are readily available to all patrons. Candy and soft drink buying are impulse purchases—you can't expect people to ask where the machines are.

(2) In the larger theatres, machines should be made available to balcony and mezzanine patrons. Don't expect patrons to walk up and down two flights of stairs to get a piece of candy.

(3) The machines should be easily visible and well lighted. Machines hidden in a tiny alcove with a 40 watt bulb may well keep your profits on low voltage also;

(4) The machines should not be so close to the seating area that patrons watching the movie are annoyed every time someone drops in a coin.

Service "principles" form the third important aspect of automatic vending operations:

(1) Machines must be kept clean: they should be sanitary in appearance as well as fact.

(2) Follow a program of "preventive maintenance"—especially on coin mechanisms—to minimize mechanical breakdowns and insure maximum sales;

(3) Service and fill machines before or after the theatre is open to the public: breakdowns and "run-outs" during public hours mean lost sales and annoyance to customers;

(4) Be sure your machines are properly serviced. If you plan to purchase your own machines, you must have a trained maintenance mechanic available for emergencies as well as routine service; if your machines are serviced by an outside operator, be sure you have an adequate service contract to cover all contingencies.

## Century Names Cahill To Top Sales Post

Frank E. Cahill, Jr., formerly coordinator of technical activities for Warner Brothers, Inc., has been named sales manager by the Century Projector Corporation. Cahill, well known in the motion picture industry, has served in many responsible executive capacities with Hollywood studios, in theatre circuits and laboratories.

During World War II Cahill held the rank of Colonel in the Army Signal Corps. During his tour of duty he served as contracting officer at the Signal Corps Photographic Center, Astoria, L.I., and later as executive officer of the Army Pictorial Service in Washington, D. C. He is thoroughly acquainted with theatre problems and will be available for consultation.

- BRIGHTER LIGHT
- LONGER BURNING
- SHARPER PICTURE

Free Test Samples

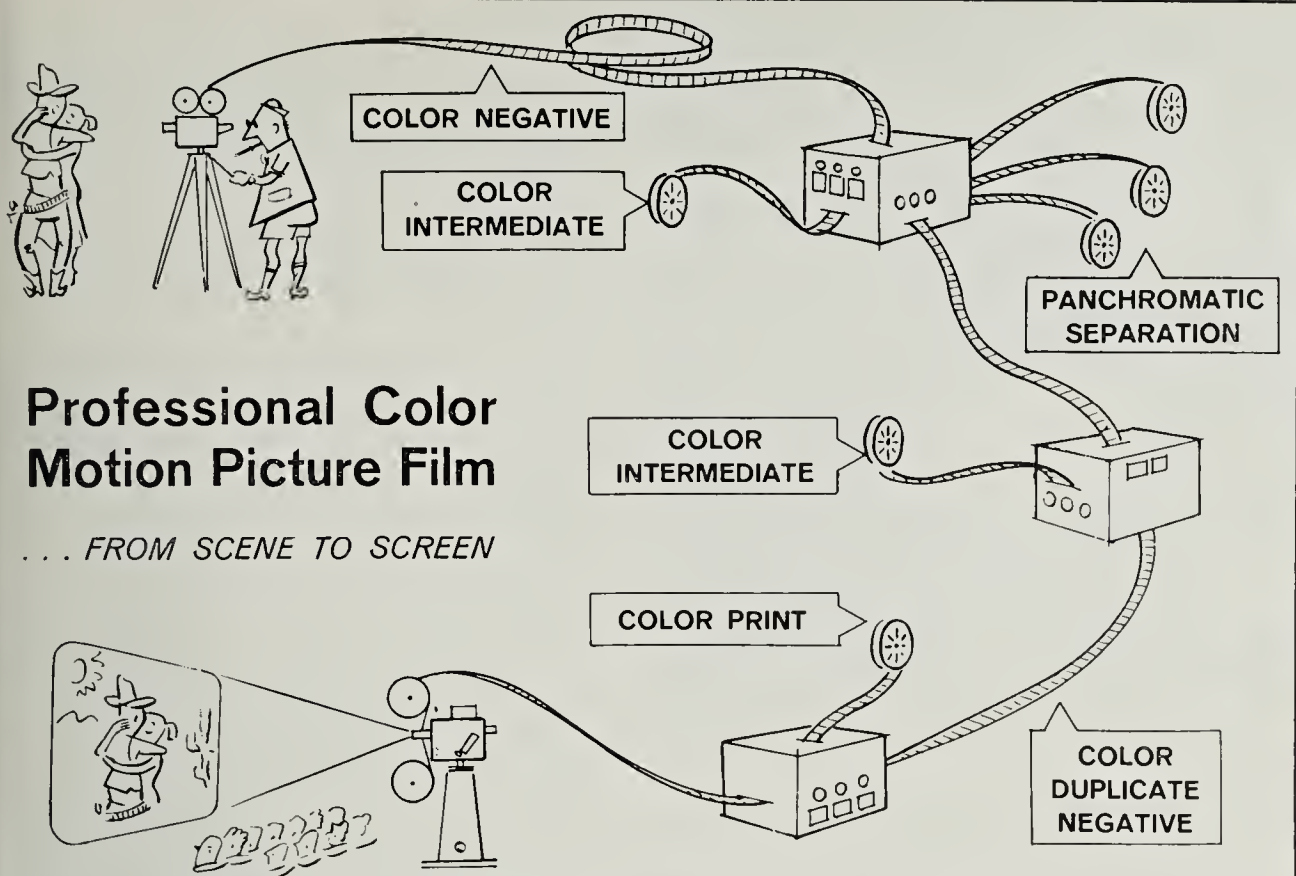
*Lorraine* ORLUX *Carbons*

CARBONS INC., BOONTON, N. J.

- STEADIER LIGHT
- LESS ATTENTION
- PERFECT COLOR BALANCE

Free Carbon Chart





## Professional Color Motion Picture Film

... FROM SCENE TO SCREEN

Eastman color films play special roles of their own for the motion picture industry. As shown above, the scene is recorded on Eastman Color Negative Film. Then, to add special effects, duplicating stages are employed to give a color duplicate negative which is used alone or combined with the original negative for making the final release prints for screening in the theatres. The duplicating operations are carried out in either one of two ways. In the first method, black-and-white separation positives are made from the original negative on to Eastman Panchromatic Separation Film. These separations are then printed in register on to Eastman Color Intermediate Film to give the color duplicate negative. In the second method, Color Intermediate Film is used for preparing both a color master positive and a color duplicate negative.

## Four 16 mm Projectors Used In 'Quadravision'

Synchronization of a film production on four projectors operating simultaneously was achieved by Ford Motor Company film specialists in a motion picture which is a major exhibit in one of the company's new Ameri-Road Shows, "Design for Suburban Living." The process, called Quadravision, was developed for a 12-minute color movie, "The Search for Suburbia," that utilizes four screens.

Four 16 mm projectors, linked together mechanically and operated by a single switch, project film simultaneously on four screens flanked 31 feet away across one end of a tent theatre designed especially for the American Road Shows. An actor appearing on one of the four screens can talk to another as much as 30 feet away, or to an actor in a scene on his own screen. Speakers are located at each of the four screens.

Even though action at times takes place on all four screens simultaneously, or moves from one screen to another, the audience can follow the story without distraction. The film is designed so that action on one screen always is dominant. Synchronization of sound and picture on the four screens was reached after editing on a specially-equipped Moviola film editing machine. This equipment permits

the film editor to view three films while listening to two sound tracks at the same time. Since dialogue was taken in two locations and refers to simultaneous action on several screens, the editor had to relate each piece of picture and sound to all others.

The four motion picture screens, each 4½ x 6-feet, are made of an embossed fabric designed to provide maximum screen brilliance. The fabric is identical to that used in the screen of Radio City Music Hall, New York.

## Sweetheart Launches 1959 Hum-Dinger Drive

Sweetheart, manufacturers of Hum-Dinger design paper cups, has launched its 1959 Hum-Dinger Portion Program, a promotion campaign offered by the firm free of charge to its customers.

This year there are seven Hum-Dinger Spectacular Promotion Ideas which are available as package plans. These merchandising plans include posters, circulars, ad mats, tickets and other items. Also available are eight special events posters featuring holiday and



weekend displays. Sweetheart decals are furnished for windows or back bars. The company also provides, free of charge to its customers, The Hum-Dinger Merchandising News which offers ideas for promotion and merchandising methods. The program is sponsored by the Maryland Cup Company.

## Baldwin Reports Sales

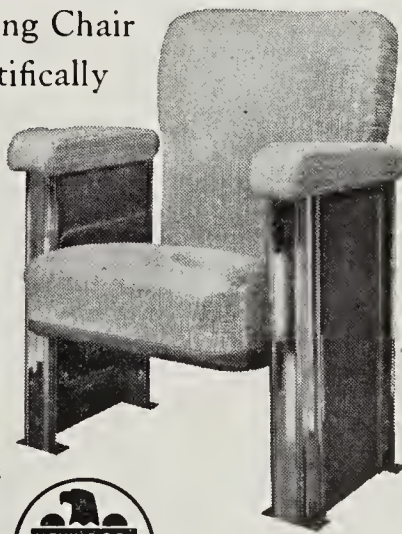
A. F. Baldwin, Vice-President of National Theatre Supply Company's International Division reports a brisk demand in overseas markets for the National Seventy Bauer U-2 35/70mm Projector, featured in the last PHYSICAL THEATRE supplement, and Simplex 70mm Sound Equipment. Baldwin reports that eight National Seventy projectors and associated equipment have been sold to Canada's Famous Players Canadian Corporation, Ltd.; two to Chalermtai Theatre, Bangkok, Thailand; and two to Brazil—all for installation in the near future.

## AIRFLO Rocking Chair Loge

the most luxurious comfort ever to attract patrons

By virtue of a special spring base mechanism, the "Rocking Chair Loge" retains the scientifically correct pitch of seat to back regardless of how the occupant shifts his weight or position.

The deep-down solid comfort of Heywood-Wakefield seating helps



you maintain a capacity box office ... often at premium prices. Long, dependable service and low maintenance costs assured by the high grade steel construction further contribute to your profit picture.

Write for new Theatre Seating catalog



HEYWOOD-WAKEFIELD

Theatre Seating Division, Menominee, Mich.

## GPL Subsidiary Elects Price

The election of J. Frank Price as vice president of operations and to the board of directors of the Pleasantville Instrument Corporation has been announced by W. P. Hilliard, PIC president and general manager of the firm's parent company, General Precision Laboratory Inc. Price joined GPL in 1951 and became production department head of the Pleasantville Instrument Corporation when the manufacturing subsidiary was organized in 1952. Most recently he had served as plant manager.





Two recent winners of the Theatre Confections' Award of the Month, given by Canada's Theatre Confections Limited, are shown. A plaque and cash award are made each month to a theatre manager for outstanding merchandising in confections, covering such items as special promotions, extraordinary sales, public relations—all pertaining to the merchandising and sale of confections. Shown above (photo at left) is Rolphe Reinhardt, (left) manager of the Strand, Edmonton, receiving his Merchandising Award of the Month plaque from John Ferguson, Famous Players western division supervisor. Shown in the photo at right is Jerry Duggan (left), manager of the Paramount, Kenora, Ont., receiving his plaque from Harold A. Bishop, Famous Players' Winnipeg District manager.

## Lachman Introduces New Lorraine Carbon

Keeping abreast of the world-wide movement toward larger screen presentations, Lorraine Carbons Company has introduced a new carbon engineered specifically for 35/70



LACHMAN

mm use, according to Ed Lachman, president of the firm. Recently returned from a visit to the company's plant and laboratories in France, Lachman unveiled the "13.6 Special Large-cored Carbon," reporting that operators were achieving improved arc light with it.

Advocating that the aperture must be covered uniformly, Lorraine utilizes large-core

construction in their entire Crlux Carbon line. The new "13.6 Special" adapts itself readily to peak performance in illumination efficiency and uniform brilliance over entire screen surface areas, particularly for color which must be consistent in color temperature balance, it is claimed. The "13.6 Special" maintains a constant intensity and the larger crater feature makes for greater brilliancy on the screen with full aperture coverage and uniform distribution of light over the entire screen area, the company states.

It's slow-burning quality and low-current requirements should make the large cored "13.6" popular with budget-minded exhibitors. Available in 18, 20 and 22 inch lengths, the "13.6 Special" is tailored for all arc lamps being adapted for use with the new projectors.

## S.O.S. Summer Drive-In Special

### COMPLETE PROJECTION & SOUND OUTFITS

- 2—Rebuilt Super Simplex Projector Mechanisms.
- 4—Rebuilt 18" -3000' magazines (2 uppers and 2 lowers).
- \*2—Rebuilt Simplex 5-point pedestals with rear support braces.
- 2—Rebuilt II Series/Coated Projection Lenses (focus as required).
- \*\*2—Rebuilt Brenkert Enarc or Ashcraft "D" Arclamps.
- \*\*1—Rebuilt 70/140 amp. motor generator set.
- 2—Rebuilt Simplex 4-Star or RCA Rotary Stabilizer Soundheads.
- 1—New 100W Amplification System complete with pre-amp.
- 1—New Monitor Speaker in case with volume control.

#### ALTERNATES:

- \*2—New Simplex LL-1 Cast Iron, heavy-duty pedestals (\$784 value); ADD ..... \$200
- \*\*2—Rebuilt Ashcraft Hydroarcs with new water circulators and new 100/200 amp. motor generator sets; ADD ..... \$750

ALL FOR  
Only  
\$3495

AVAILABLE ON  
TIME-PAYMENT  
PLAN

**S.O.S. CINEMA SUPPLY CORP.**

Dept. B, 602 WEST 52nd St., NEW YORK 19  
Phone: PLaza 7-0440—Cable: "Sosound"

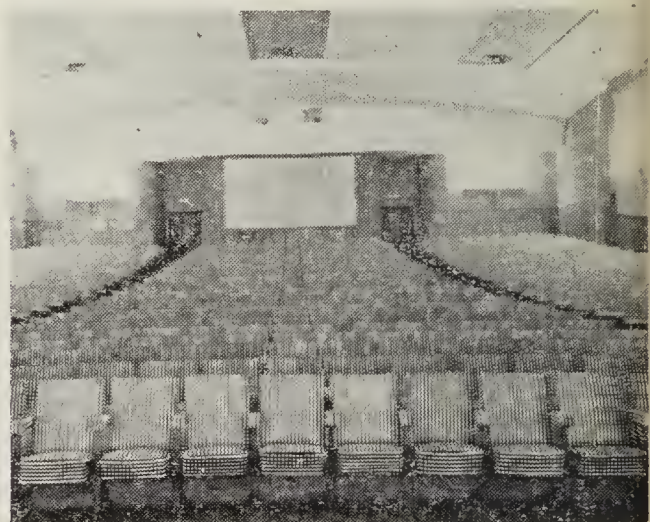
## SERVICE

Continued From Page PE-7

Many theatres have unique conveniences, some of which are illustrated. A special "party" room, sound proofed and furnished with sofas or love seats that will accommodate two or more people, serves to attract the "gang," civic groups, and other organizations who would want to view films as a group.

The manager should make a complete safety inspection of his theatre at least once a week and a brief one before and after each opening and closing. He should also make an inspection with the janitor once each week.

Much good will can be developed by the manager by supplying his patrons with a list of coming attractions and being friendly with them, calling them by name if possible.



Attractive as well as de-luxe auditorium seating has been accomplished here. The lounge-type seats, done in stripes, plus the lighting, maintain a standard of living-room comfort—a top patron-retaining feature.

The cashier and ushers should be instructed as to their proper functions and told how to perform them courteously. Because the cashier is the "first part of the show," the theatre is judged by her alertness—she must be personable at all times. Two words indispensable to cashier and usher at all times are "please" and "thank you."

Around and inside the theatre the janitor is responsible for the cleanliness of all fixtures and surfaces. He should be well-supplied and instructed. Metal surfaces should be polished once a week—door handles and plates more often. Mirrors and glass must be spotless. In the wintertime the sidewalk must be kept clear of ice.

The sum total of all these "details," properly administered, will assure the theatre of a sterling reputation in its community.



This lounge, leading off the lobby, induces patrons to rest in attractive surroundings while the show is still on, during features when the theatre is crowded. Seating accommodations are ample and carpeting will absorb most sound.



# REVIEWS

*The famous pink paper SAVEABLE SECTION in which Experienced Trade Analysts evaluate coming product*

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 24 year old service is both numerically more complete, and informatively more candid, than any similar trade analysis. Cumulatively numbered by film seasons (September to September), it is recommended that readers consecutively save all REVIEWS sections in a permanent file. The last issue of each August will always contain a complete annual index to close the season.

Combined, the every second week yellow paper SERVICE INDEXES to the past 12 months' product, and the alternating every second week pink paper REVIEWS, represent a unique informative service to theatremen. Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 246-48 N. Clarion St., Philadelphia 7, Penna.



SECTION TWO  
Vol. 62 No. 10

JULY 15, 1959

## ALLIED ARTISTS

### Crime And Punishment, U.S.A.

DRAMA  
96M.

**ESTIMATE:** For the art and specialty spots.  
**CAST:** George Hamilton, Mary Murphy, Frank Silvera, Marian Seldes, John Harding, Wayne Heffley, Toni Merrill, Eve McVeigh, Lew Brown, Sid Clute. Produced by Terry Sanders; directed by Denis Sanders.

**STORY:** George Hamilton robs and kills a pawnbroker to avoid being a financial burden to his mother and his sister and because he's convinced that he's a superior being and can't be caught or stricken by conscience. He also finds himself in love with prostitute Mary Murphy. He confesses to her and he is overheard by John Harding in the next room at the motel. Harding had once been involved with Hamilton's sister, Marian Seldes, and when she refuses to take up with him again, he threatens to reveal all to the police. Harding had admitted to Hamilton that he killed his wife so that he would be free to marry Seldes. Harding kills himself when she turns him down. Hamilton knows he can find no peace and decides to confess to the police.

**X-RAY:** Made on a limited budget with a cast of relative unknowns except for Mary Murphy, this entry is talky, unpleasant, and overlong, and is best suited for the art and specialty spots and for those situations in college and other school towns where the on-screen discussions and attempts at justification may best be appreciated. Elsewhere it can serve as filler for the lower half for adult audiences. Acting, direction, and production are alright. The screenplay is by Walter Newman based on Feodor Dostoevski's "Crime and Punishment."

**AD LINES:** "Look Deep Into The Eyes Of America's Violent Generation!"; "A Story Of Today's Lost Generation."

### Face Of Fire

MELODRAMA  
83M.

AA  
(Filmed in Sweden)

**ESTIMATE:** Interesting programmer.

**CAST:** Cameron Mitchell, James Whitmore, Bettye Ackerman, Roy Dano, Miko Osgood, Robert Simon, Richard Erdman, Howard Smith, Lois Maxwell, Jill Donahue. Produced by Albert Band and Louis Garfinkle; in association with Gustaf Unger; directed by Albert Band.

**STORY:** James Whitmore, handyman for Dr. Cameron Mitchell, is liked by everyone in the small town prior to the turn of the century, especially by the doctor's son, Miko Osgood. After spending an evening with his girl, Jill Donahue, Whitmore returns to find the house afire. He succeeds in rescuing the boy but burns his face so that he becomes frightful in appearance and unrecognizable. Children and other townfolk run from him or turn away, with some even becoming hysterical. When a girl is knocked down by a horse and wagon on account of Whitmore,

a mob chases him from town. Townsfolk organize to hunt him down. Word comes that a mangled body is found in a neighboring town, and it is assumed it is Whitmore, whereupon many in town are sorry for their actions. He turns up again and when Mitchell gives him shelter, many of his patients refuse his services. They want Mitchell to send him away, but he refuses when his son is not afraid of Whitmore. Mitchell is more determined than ever to provide him with shelter and a home.

**X-RAY:** A slightly different story and a bit of European flavor, plus competent performances and equally good direction and production, takes this out of the ordinary horror category. Instead, it emerges as a good programmer with sufficient interest to hold viewer attention throughout. The screenplay is by Louis Garfinkle based on the story "The Monster," by Stephen Crane.

**AD LINES:** "Women Shudder At The Sight Of Him; But Are Fascinated By The Thought Of Him"; "The Man Who Lost His Face."

## 20th-FOX

### The Alligator People

MELODRAMA  
74M.

20th-Fox  
(CinemaScope)

**ESTIMATE:** Satisfactory horror entry for the program.

**CAST:** Beverly Garland, George Macready, Richard Crane, Lon Chaney, Jr., Frieda Inescort, Vince Townsend, Jr., Ruby Goodwin, Boyd Stockman, John Merrick, Lee Warren, Bruce Bennett, Doug Kennedy, Bill Bradley, Dudley Dickerson, Hal K. Dawson. Produced by Jack Leewood; directed by Roy Del Ruth.

**STORY:** Nurse Beverly Garland tells psychiatrists Doug Kennedy and Bruce Bennett an amazing tale while under hypnosis. She had been married to Richard Crane, who had disappeared on their wedding night. She traces him to a special private hospital in the Bayou country. Dr. George Macready tells her that Crane and other persons, horribly mutilated and disfigured in accidents, had been restored to life by use of a serum taken from alligators. Later, Macready discovered to his horror that these persons were turning into alligators themselves. He attempts to restore Crane to health, but crazed handyman Lon Chaney disrupts the experiment. Crane's transformation is complete and he becomes an alligator. Before the shocked eyes of his wife, he sinks into a quicksand bog. Garland's conscious mind has put all this horror away and refuses to recognize it. The psychiatrists agree that it would be better if she never learned the true story of her past.

**X-RAY:** Another yarn of man into beast scientifically is aided by good performances. While there is nothing very different to put this horror entry above other similar films, it should satisfy fans of the chillers and make up satisfactorily as part of a horror bill. It is being offered in a package with "Return of the Fly." Lon Chaney returns to the brute-like roles which made him famous and seems quite at home. There are also

plenty of alligators around for added menace. Screenplay is by Orville H. Hampton.

**TIP ON BIDDING:** Program rates.

**AD LINES:** "Her Honeymoon Was Shattered By An Unbelievable Horror"; "Nerve-Shattering Terror . . . Horror To Make Your Skin Crawl."

### Holiday For Lovers

COMEDY DRAMA  
102m.

20th-Fox  
(CinemaScope)  
(Color by DeLuxe)

**ESTIMATE:** Attractive romantic comedy-drama.

**CAST:** Clifton Webb, Jane Wyman, Jill St. John, Carol Lynley, Paul Henreid, Gary Crosby, Nico Minardos, Wally Brown, Henny Backus, Nora O'Mahoney, Buck Class, Al Austin, Nestor Amaral and orchestra, and Jose Greco. Produced by David Weisbart; directed by Henry Levin.

**STORY:** Jill St. John, daughter of Boston consulting psychologist Clifton Webb, is excited about her college-conducted tour of South America. Mother Jane Wyman and younger sister Carol Lynley are also on hand to bid her farewell. Later they receive a cable stating she is leaving the tour to study with Brazilian architect and sculptor Paul Henreid. This causes Webb to book passage to Brazil for himself, Wyman, and Lynley. Lynley meets Sgt. Gary Crosby, who falls in love with her. Webb and Wyman are also informed that Henreid's adopted son, Nico Minardos, has proposed to St. John. They are not overjoyed with Minardos. Crosby asks Lynley to marry him, which is another headache that has to be faced by Webb. He gets drunk, becomes embroiled in a street fight and is knocked out. He is mistaken for a member of a group of bull-fighters bound for Spain and loaded aboard a plane. He manages to get off at Trinidad and gets in touch with his family, informing St. John she is free to live her own life and marry Minardos if she wants. He is joined by Wyman, Lynley, and Crosby and also permits Lynley to make up her mind. She goes off with Crosby, leaving Webb and Wyman alone.

**X-RAY:** This modern comedy-drama is set against the backgrounds of beautiful South America, and scenic highlights are wonderfully presented on the large screen via CinemaScope and color. It is interesting for the most part, amusing and informative, with some fine production values to aid the effort. The presence of Webb, Wyman, Henreid, plus representatives of the younger set such as Gary Crosby, Jill St. John, and Carol Lynley are of value for attracting audiences. A sneak preview audience seemed impressed with the entry which features capable performances and efficient direction. The story could have been tightened for better paced entertainment. The screenplay is by Luther Davis, based on the play by Ronald Alexander. It features a title tune throughout.

**TIPS ON BIDDING:** Higher rates in some situations.

**AD LINES:** "An Entertaining Comedy Drama Lush With Scenic Highlights"; "Fun For The Whole Family."



**The Return Of The Fly**MELODRAMA  
80M.20th-Fox  
(CinemaScope)

ESTIMATE: Exploitable horror entry.

CAST: Vincent Price, Brett Halsey, David Frankham, John Sutton, Dan Seymour, Danielle De Mezt, Florence Strom, Janine Grandel, Richard Flato, Pat O'Hara, Barry Bernard, Jack Daly, Michael Mark, Francisco Villalobas, Joan Cotton. Produced by Bernard Glasser; directed from his screenplay by Edward L. Bernds.

STORY: Brett Halsey, son of the original scientist who became the fly during transmutation experiments, determines to carry on his father's experiments following the death of his mother. His uncle, Vincent Price, opposes the plan, but finally gives in. Halsey is assisted by David Frankham, actually a foreign agent who plans to steal the secret of transmitting matter. Frankham overcomes Halsey in the laboratory and transforms him into the same part-fly monster as his father. The Fly breaks out, finds Frankham and his accomplices in crime, and puts an end to them. Price, trying to avert the same disaster that overtook the boy's father, manages to capture the fly that bears Halsey's head. Placed back in the machine, Halsey is reconstructed as a full human being.

X-RAY: Like all too many successful horror entries, the original is far better than the sequel. Depending on exactly the same horror elements for shock, and lacking color that added much to the first presentation, this is never more than a fair horror subject. It also lacks the sustained story interest of the first "Fly." It's still exploitable fare, however, and the cast led by Price is an able one. Houses that do well with horror packages should like this one, too.

TIP ON BIDDING: Program rates.

AD LINES: "Out Of The World Of Atomic Mutation It Rises . . . With The Dread Curse Of The Father Upon It"; "The Most Monstrous Creation Of All . . . The Son Of The Fly."

**The Son Of Robin Hood**  
(921)MELODRAMA  
81M.20th-Fox  
(CinemaScope)  
(Color by DeLuxe)  
(English-made)

ESTIMATE: Fair entry for kiddies and program.

CAST: David Hedison, June Laverick, David Farrar, Marius Goring, Philip Friend, Delphi Lawrence, George Coloursis, George Woodbridge, Noel Hood. Produced and directed by George Sherman.

STORY: Ten years following the death of Robin Hood, the Boy Prince of England is threatened by usurper Duke David Farrar. Regent Marius Goring appeals to the men of Sherwood Forest for help only to be told that Robin Hood is dead and that his former associates are awaiting the arrival of a son to take over. The meeting is interrupted by the arrival of Farrar and his men, who take Goring captive. The Hood heir turns out to be a daughter, June Laverick. She arrives at about the same time as does David Hedison, brother of the Regent who has just returned from the Crusades. The former close friends persuade Laverick to let Hedison pose as Robin Hood's son, figuring correctly that a man could rally the fighting forces more effectively. Hedison and Laverick, posing as allies, get into Farrar's castle to learn what they can and to smooth the way when it comes time for the attack. At showdown time, Hedison and Farrar battle it out until Farrar is killed. Hedison and Laverick are sure to see more of each other.

X-RAY: Since the name of Robin Hood seems sure to attract the younger set, this entry is probably best suited for the program when the small fry can get at it. The yarn is of average interest and the cast, direction, and production are okay. CinemaScope and color give the viewer a bit more value. George George wrote the screenplay with George Slavin.

AD LINES: "A New Outlaw King of Sherwood Forest"; "New Heights Of Adventure."

**UNITED ARTISTS****The Rabbit Trap**DRAMA  
72m.UA  
(Hecht, Hill, Lancaster)

ESTIMATE: Programmer has interest.

CAST: Ernest Borgnine, David Brian, Bethel Leslie, Kevin Corcoran, June Blair, Jeanette Nolan, Russell Collins, Christopher Dark, Don Rickles. Produced by Harry Kleiner; directed by Philip Leacock.

STORY: Ernest Borgnine is a draftsman with a loving wife, Bethel Leslie, and an eight-year-old son, Kevin Corcoran. He is a steady employee of a construction firm headed by aggressive, bull-headed David Brian, who has by-passed him for promotion a number of times. Borgnine finally gets off on a vacation that in the past has been skipped because of the pressure of business. The first day at the mountain lake, he and Corcoran go off in the woods to set a rabbit trap. That night he is summoned back by Brian, and they don't have time to seek out the rabbit trap. He knows he is being practical by returning despite urging from Leslie to stay. The next morning he tries to explain to Brian about the rabbit trap and how he should go back, but Brian brushes him off. Corcoran tries to return to the lake alone by bus, but he is turned back by the bus driver. When Borgnine persists with Brian, the latter gives him a promotion and a raise, hoping that he will forget about the rabbit trap and the balance of his vacation. Leslie is happy, figuring that they can now afford to have another child and possibly buy a home. When they learn what Corcoran has done, their elation quickly leaves them. The next morning, Borgnine informs Brian that he is taking the rest of his vacation and let the rabbit out of the trap. Brian informs him he is fired but the three return to the vacation spot and find the rabbit trap empty.

X-RAY: An off-beat story staffed by capable people is to be found here. The tale of a steady employee who is taken for granted and whose job becomes more important than some of his family relations holds interest for the most part, and can probably go as part of the program or in the art and specialty spots. The acting is good, and so are the direction and production. The screenplay is by J. P. Miller.

TIP ON BIDDING: Program price.

AD LINES: "Caught In A Trap Of Circumstance"; "He Told His Boss Where To Go—And Felt Good About It."

**UNIVERSAL****The Mummy**  
(5923)MELODRAMA  
88M.U-I  
(Technicolor)  
(English-made)

ESTIMATE: Highly exploitable horror item.

CAST: Peter Cushing, Christopher Lee, Yvonne Furneaux, Eddie Byrne, Felix Aylmer, Raymond Huntley, George Pastell, John Stuart, Harold Goodwin, Dennis Shaw. Produced by Michael Carreras; directed by Terence Fisher.

STORY: At the turn of the century, three English archaeologists, Felix Aylmer, his son Peter Cushing, and Aylmer's brother, Raymond Huntley, search for the 4,000-year-old tomb of Princess Yvonne Furneaux, a high priestess, among the ruins in Egypt. They ignore the warnings of mysterious Egyptian George Pastell, who forecasts grave consequences should they violate her tomb. Aylmer is shocked into madness while left alone briefly in the tomb. The party returns to England followed by Pastell and mummy Christopher Lee. The latter was a guard in the tomb of the princess having been buried

alive with her body, and he was brought back to life at the tomb's opening. Pastell's mission is to destroy the invaders of the tomb using the power of Lee. Aylmer is killed, as is Huntley, while the police find it hard to believe Cushing's story. Lee is about to kill Cushing when the startling resemblance of his wife to the dead princess stops him. He carries her off instead after eliminating Pastell. The police and Cushing follow him through the swamp until they get a chance to riddle him with bullets and he sinks in the oozing swampland.

X-RAY: Plugging, promoting, and exploiting will make a big difference in the returns from this entry. If advantage is taken of the title and other aspects of the film, then it could give a good account of itself as part of the program. The story grows more and more interesting as time passes until a fast-moving climax is reached. The cast, direction, and production are okay. The use of Technicolor proves an asset. Jimmy Sangster wrote the screenplay.

TIP ON BIDDING: Program rates.

AD LINES: "The Shriek of the Century"; "Its Evil Look Brings Madness; Its Evil Spell Enslaves; Its Evil Touch Kills!"

**FOREIGN****Call Girls**MELODRAMA  
100M.

President Films

(German-made) (Dubbed in English)

ESTIMATES: Exploitable, but sordid, import for specialty houses.

CAST: Claus Holm, Igmarr Zeisberg, Kai Fischer. Directed by Arthur Maria Rabenalt.

STORY: Claus Holm leaves her home after an unhappy love affair and looks up a friend in Copenhagen. She has left Germany without papers and is in Denmark illegally. Actually, the sumptuous store where her friend works is a cover for a vicious call girl racket, and Holm is forced into that life by threats of exposure to the authorities. She manages to fall in love with an honorable young man but is in constant fear of his finding out her real activities. They are to be married when the house is raided and Holm identified as one of the call girls. All ends well as her fiancé realizes he loves her regardless of her past.

X-RAY: This import tells a sordid tale, but is carefully made and not likely to offend adult audiences. Specialty spots could find it an exploitable title. Acting, direction, and production are quite satisfactory. The tale is a bit old-fashioned, that of the really good girl forced into a sordid life and reclaimed by the love of a good man.

AD LINES: "The Scandalous Story That Rocked The International Fashion World"; "An Intimate Glimpse Into The Lives Of Girls Trapped In The Machinery Of Vice And Easy Money."

**Elephant Gun**MELODRAMA  
84M.Lopert Films  
(Eastman Color)  
(English-made)  
(Filmed in Africa)

ESTIMATE: Okay action, meller for program.

CAST: Belinda Lee, Michael Craig, Patrick McGoochan, Anne Gaylor, Eric Pohlmann, Pamela Stirling. Produced by Jack Stafford; directed by Ken Annakin.

STORY: Chief African game warden Patrick McGoochan has been corresponding with Belinda Lee in England for several years, and though they've never met, she agrees to come to Africa to marry him when her mother dies. His brother, Michael Craig, also a warden, is against the marriage, convinced that he could never fall in love by mail. McGoochan has to go off to track an elephant herd that has wandered away, and Craig is forced to meet Lee. Gradually, they are drawn to each other as they await the arrival of McGoochan. Eighteen-year-old Anne Gaylor, daughter of a rancher who has been paying the natives to poach forbidden game



on the preserve, is in love with McGooohan and angry at the arrival of Lee. Enroute to meet Lee, McGooohan wrecks his jeep and is attacked by lions. Badly mauled, he straps himself in a tree as a fire starts in the underbrush. He is rescued by Craig, Lee, and Gaylor. He also finds himself attracted to Gaylor when she lets her hair down. Things are resolved with each of the brothers gaining a bride.

**X-RAY:** Africa serves as an effective backdrop for this yarn that contains a mixture of action, adventure, romance, and some exciting animal sequences. Interest is well-enough maintained, and the cast, direction, and production are quite satisfactory. The use of color provides an assist, and the entry can serve well as part of the program. The screenplay is by Guy Elmes, based on the novel by Joy Packer.

**AD LINES:** "Savage Africa Keeps Its Secrets"; "Thrilling Adventure Off The Beaten Track."

## The Girls Are Willing COMEDY DRAMA

82m.

Vinod International  
(Danish-made)  
(English titles and dialogue)  
(Eastman Color)

**ESTIMATE:** Cute import.

**CAST:** Axel Bang, Henry Lindorff, Verner Tholsgaard, Ole Larsen, Elsie Marie, Mogens Viggo Petersen, Valso Holm, Karl Stegger, Jorn Jeppesen. Produced by Erik Balling; directed by Gabriel Axel.

**STORY:** Three young men on a small Danish isle want to marry the three daughters of a mayor of a neighboring small island, but there are cold relations between the mayors and inhabitants of the two islands. The school teacher on Mayor Axel Bang's island believes he has discovered oil, and it is not long before an American oil company has a crew and equipment on the island to test drill a well under the leadership of a Danish-American, Jorn Jeppesen. Life on the island becomes Americanized with a resulting boost in economy, improvement in roads, etc. Opposing Mayor Karl Stegger becomes pale with envy and is more inclined to listen to marriage proposals regarding his daughters. The three young men decide to take things into their own hands and go to see Stegger and the girls. The wedding is about to be okayed when news comes that there is no oil. Everything is cancelled until Jeppesen and the Americans decide to take a hand in the interests of romance, and the young people are wed while the two mayors are reconciled.

**X-RAY:** A cute comedy, this import has a bit of a different yarn and background. It's interest-holding for the most part, and the cast, direction and production are okay. It should please those patrons of the art and specialty spots who are looking for something lightweight and amusing. The screenplay is by Johannes Allen.

**AD LINES:** "A Comedy Treat From Denmark"; "When Boys And Girls Are Willing . . . Look Out."

## Great Is My Country DOCUMENTARY

80m.

Sovexportfilm  
(Kinopanorama)  
(Stereophonic Sound)  
(Sovcolor)  
(U.S.S.R. Made)

**ESTIMATE:** Interesting Soviet novelty.

**CREDITS:** Produced and directed by R. Karmen; co-directed by Z. Feldman; photography by S. Medynsky, V. Ryklin, and G. Khilnyi; sound by K. Bek-Nazarov; cutting by M. Minaeva; narrated by C. Henkins and J. Adamov.

**CONTENT:** The cameras tour parts of Moscow, and seen are buildings, people, streets etc. They take in forests, fields, rivers, a visit by a jet plane to the Ukraine, an oil town on the Caspian Sea, the Volga, farming in Siberia, an agricultural exhibition, the Carpathian Mountains, a ride down a river on a raft, a tour of air by the Caucasus, a car trip, a festival, and a costume ball.

**X-RAY:** This film, similar to America's Cinerama, was presented by the Ministry of Culture of the USSR in conjunction with the Soviet Exhibition of Science, Technology and Culture at the Mayfair Theatre in New York, where it was shown via three American projectors locked together for simultaneous presentation on a large curved screen presumably embracing a visual angle of 150 degrees. A fact sheet reported that a nine-track stereophonic sound system was utilized and audiences listened to people talking to each other across the theatre as well as other sounds. The picture was divided by dark lines showing the borders of each projector's image, and a 15 minute intermission was necessary to permit reloading the projectors with the second half of the presentation. From an entertainment viewpoint, Cinerama had presented its version some time ago, and the only thing that was new was the subject matter devoted to the country, its places of interest, and its peoples, which have not been seen here to any great extent. Soviet camerawork is expert enough, and the color is good for the most part. There are some bits of propaganda to be found in both the commentary and in scenes shown.

**AD LINES:** "Soviet Russia To-day"; "See Behind The Iron Curtain."

## The Shorts Parade

### FOUR REEL

#### COLOR TOPICAL

**ANTARCTIC CROSSING.** Schoenfeld. Color 45 m. The color cameras follow Sir Vivien Fuchs in the preparations and actual crossing of the Antarctic Continent, which got under way in January, 1956, after years of planning. An advance party of eight set up a base and were joined by Fuchs a year later. Meanwhile, Sir Edmund Hillary and a party established Scott Base on the Ross Sea Coast with the object to establish food and fuel depots from the Base to the South Pole for some 700 miles to be used by the main crossing party setting out from the other side. The two forces met at the South Pole. The results are interesting, informative, and unusual, filled with drama and adventure. **EXCELLENT.**

### TWO REEL

#### SPORTS

**FLOYD PATTERSON-INGEMAR JOHANSSON FIGHT.** United Artists. 17m. These official films of the heavyweight championship fight in New York City are an excellently photographed record of the bout which proves thrilling due to the seven knockdowns in the third round and the upset T.K.O. by the Swedish challenger. The slow motion shots are better than a ring-side seat. **EXCELLENT.**

### ONE REEL

#### COLOR CARTOONS

**CAT'S PAW.** Warners Merrie Melodies-Looney Tunes. 6m. Sylvester and his small son are out west trying to catch butterflies. Sylvester mistakes a baby eagle for a butterfly, and what happens to him makes his son think his pop is not so hot. **FAIR** (6713).

**MAGOO'S LODGE BROTHER.** Columbia Magoo Cartoons. 6m. Near-sighted Magoo is on his way to a convention and latches onto a robber, whom he thinks is his room-mate. He winds up in the den of the thief thinking it is his convention hotel room. Magoo proceeds to toss around in fun dynamite, grenades, bombs, etc., until the crook is knocked

out and captured. Magoo becomes a hero, unknowingly. **GOOD.** (3757).

**MEXICALI SHMOES.** Warners Merrie Melodies-Looney Tunes. 7m. A couple of envious Latin beatniks go after Speedy Gonzales and try to eliminate the rapid fellow; but Speedy outwits them at every turn, even when they set up a mine field for him. **FAIR.** (6711).

**THE NOVELTY SHOP.** Columbia Color Favorite Cartoon Reissue. 7m. This is reprinted for the record since it was first reviewed in MOTION PICTURE EXHIBITOR in September, 1936, prior to beginning of the present volumes of REVIEWS. At that time it was said: "Not an original story, but color and humor are pleasant. The old novelty maker leaves his shop, and the toys come to life, have a parade, then go back to their inanimate lives when he returns. **GOOD.**" (3613).

**TWEET AND LOVELY.** Warners Merrie Melodies-Looney Tunes. 7 m. In order to get to Tweety, Sylvester uses bombs, chemical formulas, and vanishing cream on Spike, the big bulldog. They all backfire, however, and the "putty tat" is finally blown up by one of his own bombs. **GOOD.** (6712).

**WILD AND WOOLY HARE.** Warners Bugs Bunny Specials. 7m. This burlesque on westerns has Yosemite Sam coming into a ghost town and engaging in a gunfight with Bugs. Neither gets hurt, but when Sam heads off to rob a train, it is Bugs who saves the day. **GOOD.** (6726).

### COLOR NOVELTY

**DIABOLEZZA.** Lester A. Schoenfeld. 12m. Color. A retired Swiss mountain climber guide is forced to seek another job and takes to being a conductor on a cable car, where he can still show off the beauties of his favorite mountains to visitors. **FAIR.**

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JULY 15, 1959

SECTION THREE  
Vol. 62 No. 10

# EXPLOITATION

**ACTUAL PROMOTIONS, accomplished by Experienced Theatremen, that can be applied with profit to many other Theatre Situations.**

This special section is published every-second-week as a separately bound saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each such cumulatively numbered saveable section represents current submissions that have been judged by the Editorial Board as having the originality and ticket selling force to warrant placement in the 1958 SHOWMEN OF THE YEAR CONTEST (explanation elsewhere). It is recommended that theatremen save complete annual consecutively numbered files of these EXPLOITATION sections, and on the last page of each issue will be found a complete cumulative index for the preceding 12 months. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 246-48 N. Clarion St., Philadelphia 7, Pa.

**Individual ACHIEVEMENT CITATIONS have been issued for each of these:**

## A CIVIC-CLUBS

Number 27

**Selling the Ladies on "Separate Tables"**

THEATRE: State,

ADDRESS: Sioux Falls, S. D.

MANAGER: Cliff Knoll

In addition to our regular advertising we tried our best to sell the women and teenage girls on United Artists' "Separate Tables."

One of the most important phases in our campaign was a screening. We arranged to hold this for a selected group of women and teenage girls eight days prior to opening. In getting this group we wanted as much advance no cost publicity as possible so we went to radio station KSOO's Ray Loftesness and television station KELO's Murray Steward and worked with them. Both of these boys agreed to pitch their listeners and viewers for four days before telling them how they were going to give 100 invitations away for our screening. At the end of the four day pitch we sent out personalized invitations as though from the radio and TV boys to the 200 ladies that requested they wanted to see the picture.

Throughout the entire campaign we tried to flatter the ladies making them realize that they set the pattern and taste of the nation for nearly everything, including motion picture entertainment.

At the screening Loftesness and Steward were hosts and served the ladies coffee. Continuing our flattering, these boys made a brief welcome announcement before the picture started and told the ladies how important they were to the industry and asked them to fill out comment cards they were handed when they entered the theatre.

Not only did we use these comment cards in advance and current newspaper advertising, but we took the best ones and made sign-show counter cards using copy as "Read what Mrs. Joe Doe, 1201 Lake Street, says about 'Separate Tables.' We succeeded in getting these in top locations on counters and at check stands.

In our newspaper ads we bannered with "We saw it . . . and liked it!" followed by local comments. The opening ad continued to flatter our ladies and carried the copy "The Academy of Motion Picture Arts and Sciences PROVES that 250 Sioux Falls preview ladies can't be wrong by nominating this picture for seven Academy Awards including Best Picture Of The Year."

Continuing our pitch to the fairer sex, we offered a free rose, "compliments of the stars," to the first 100 ladies who attended opening day. This information was carried in our newspaper ads and the radio spots.

### DO SAVE . . . EXPLOITATION

Published at every-second-week intervals these classified and indexed promotional stunts are cumulatively numbered and indexed, and are punched for permanent filing. Establish your own encyclopedia on exploitation!



**Columbia's "H-Man" horror trailer, currently touring 36 cities in eight states to exploit the science fiction film, is seen in Grand Rapids, Mich., prior to the engagement at the Vista Drive-In.**

## B. KIDS' MATINEES

Number 37

**Shaggy Dog Given Away For "Shaggy Dog"**

THEATRE: RKO Proctor's,

ADDRESS: New Rochelle, N. Y.

MANAGER: Arthur Koch

A real, live "shaggy dog" was given away as first prize in a coloring contest we held in connection with our recent showing of Walt Disney's "The Shaggy Dog." Twenty-five honored guest tickets went to runners-up.

The local newspaper published a mat which was a scene from the picture. Copy was run in our regular ad in advance telling the youngsters to watch for this picture, color it and send to the theatre manager. The policy of the paper does not permit them to run contests or co-operative advertising. Therefore it was up to the theatre to carry the ball on this give-away. Copy was carried in our advance ads calling attention to the doggie prize and also to see the lobby for further details. Cards placed in an empty store window next to the theatre and in the pet shop attracted a great deal of attention. A goodly number of entries were received.

The cost of holding the contest was one inch of advertising space over our regular budget and two display cards, for a total of \$5.50. The puppy was promoted from a local pet shop.

## D. MERCHANTS

Number 60

**Grass Roots Stunt for Grass Cutters**

THEATRE: Fort Wayne Drive-In,

ADDRESS: Fort Wayne, Ind.

MANAGER: Glen Allen

On a recent Sunday we held a gigantic lawn mower show and used lawn mower

auction in front of our drive-in.

This, of course, was run through the co-operation of a local dealer, who offered as prizes an 18 inch Jacobsen Turbo-Vac Power Mower; an electric lawn trimmer; and a 40 pound bag of Thrive fertilizer each hour. We gave away 25 free passes to the drive-in. To win you had to register. No purchase was necessary and you did not have to be present to win.

The stunt afforded people the chance to see 50 models of power mowers in operation—plus a chance to trade in their old mower or purchase a used mower at their own price. After a trade, the trade-in mower was sold on the spot, and if the mower sold for more than the trade-in price, the seller received the difference.

We urged those interested to bring the family to see the lawn mower show and auction in the afternoon and stay and see the show at night.

The concessions stand was open, of course, and we did a sprightly business. There were several clowns on hand to amuse and the playground was open for the kids.

## E. SCHOOL TIE-UPS

Number 15

**Ideal Nurse Contest**

THEATRE: Broadway,

ADDRESS: Eccles, Manchester, England

MANAGER: A. L. Cullimore

In connection with our recent showing of the English-made comedy, "Carry On Nurse" we ran a contest to find the area's ideal nurse in six hospitals in the district.

Five weeks before playdate entry forms were circulated to patients in the six hospitals and also distributed from the theatre. Four thousand entry forms were distributed in all and the cooperation of the matrons in all the hospitals concerned was really excellent.

The winner received a 15 day air holiday to Costa Brava, Spain, which was promoted from a travel agency; hotel accommodation provided by a local paper; a dress; a weekend case; a pair of shoes; complete hair restyling; and a portrait photograph of herself—all promoted from local merchants; as well as a 12 months free pass to the theatre and ballroom.

These merchants also subscribed to a co-operative ad in the local paper, the total of which, including a write-up on the contest and the picture, amounted to a full page.

An attractive display of the prizes was erected in the main foyer of the theatre and above this was a poster, 11 ft. x nine ft., giving full details of what the winning Ideal Nurse would receive and also plugging the film playdate.

Five of the co-operating firms had prominent window displays which informed patrons of the contest and playdate.

Newspaper publicity received was considerable with a story and photo of the winner appearing in the Manchester Evening Chronicle, which has a circulation of over 1,000,000 copies daily.



Over 100 entries were received, with the winner, Nurse Hughes, of the Park Hospital, Davyhulme, Urmston, being presented with her prizes from our stage by G. T. Urwin, J. P.

It so happened that she won on an entry submitted by a patient in Male Ward 10 at the hospital, who wrote a poem in praise of her.

The contest proved considerable of a goodwill builder, aroused a bit of civic pride, and worked out advantageously to all concerned. It cost the theatre nothing, save a bit of hard promotional work in rounding up the prizes, etc. The contest was run in conjunction with the Eccles Cooperative Society.

## G | STUNTS-BALLY

Number 60

Some Drive-in Business Builders

**THEATRE:** Gulf Drive-In,

**ADDRESS:** Corpus Christi, Texas

**MANAGER:** Ed Farmer

The following is a resume of some promotions and stunts pulled recently at our drive-in. They all helped us and may help others.

We obtained blanks for the Animal Fair Coloring Contest from the National Popcorn Institute at a very small cost. We received about 500 entries and the deal helped sell popcorn and also got publicity on our current attraction. The winner was host to his teacher and his class of 30 children of the first grade.

For Mothers' Day we promoted a trading stamp company to give stamps to the first 200 mothers to enter the drive-in. The stamps were sealed in envelopes and each envelope contained from 10 to 1000 stamps. We also promoted prizes for the oldest, youngest and the mother with the most children. We received a news story when a mother with 16



This live float for Paramount's "The Five Pennies" attracted much attention during its tour of greater New York to plug the picture before and during its engagement at the Capitol, New York City.

children and her daughter, 16 years of age, received two of the prizes.

For Fathers' Day we had an essay contest going on "My Pop Is Tops." A local department store furnished \$100 worth of men's wear for first prize. Each child entering received a Fathers' Day card which admitted father free on his day.

A midget racer give-away is the hottest thing of its type I've seen in years. The adults as well as the kids are interested. We sold advertising to six merchants on a trailer to pay all cost. It will be given away at a specified show and the winner must be present to win. The merchants give the tickets to the parents and the kids deposit them at the drive-in.

A rock 'n' roll stage show with four acts putting on an hour show from the top of the projection booth paid good dividends. We had booked it for a Friday night only, but it created so much interest that we held it over Saturday night and played to an even larger crowd. The talent was paid on a percentage basis after expense. The two 'teen-age features were flat.

We have also met success with the giving out of coupons on the order of "Super Market leaders." These call for two bags of popcorn for nine cents; two bar-b-q sandwiches for 49 cents; two sno-cones for nine cents; two hot dogs for 29 cents; etc. We give them out on slow nights to get people out of their cars into the snack bar. They are especially effective just before pay day.

We also give out dated guest tickets good for admission of driver only in a tieup with various local dealers such as a bakery and the Coca Cola bottling agency. We are, in turn, reimbursed at a discounted admission price by these dealers in return for the advertising obtained on these "guest tickets." We also get in on their radio programs in return for a few passes.

Number 61

Selling an Opera Film

**THEATRE:** Astor,

**ADDRESS:** Brooklyn, N. Y.

**MANAGER:** Norman Wilks

To exploit fully the engagement of Puccini's opera "Tosca" we realized that we had to reach the limited number of groups who would be most likely to appreciate a film of this artistic type.

We in the industry know that there are not enough so-called "long hairs," unfortunately, to depend on routine advertising, so the following was done to attract the opera lovers and those who would appreciate a production of this order:

All borough high schools and colleges were contacted in person, not by mail. The heads of the music departments were given personal invitations to review the film, and thousands of special student discount tickets were distributed by the music teachers to the music students.

Thirty-five Italian-American societies were contacted, first by mail, and then by tele-

phone. Personal invitations were issued to the heads of these organizations, which resulted in several free write-ups in their group publications plugging the film.

To plug the picture, attractive full-color display boards were used in the lobby three weeks in advance of play-date, in addition to running the trailer two weeks in advance.

All local PTA groups were contacted and this resulted in large group attendance.

Special counter cards were put in music stores two weeks in advance to catch the attention of music lovers.

Attractive newspaper ads were used aimed at music lovers, with particular attention paid to the Italian language papers.

All of these things helped considerably to put over the film.

## I. | INSTITUTIONAL

Number 52

Celebrating a Tenth Anniversary

**THEATRE:** Odeon-Humber,

**ADDRESS:** Toronto, Canada

**MANAGER:** John Heathcote

The celebration of an event of this nature naturally required quite a bit of advance planning.

Our move number one was to ensure that a personality would be here, and who better than the Mayor? He accepted our invitation; but, later, had to decline because of unforeseen events. However, he deputized controller Mrs. Jean Newman to appear in his stead. She appeared on our stage and presented 10 year service pins to our husband and wife team, Mr. and Mrs. Willey, respectively projectionist and cashier.

It is usual for a theatre having a birthday to have a birthday cake in the lobby. I think we went one better here in that we obtained a tie-in with Ogilvie Flour Mills and were given 150 Ogilvie New Real Cake Mix Twin Packs to give to the first 150 ladies here on birthday night. The promotion boards read, "It's our birthday but you bake the cake." The cake mix was displayed in the lobby and to complete the picture we had a cut-out of a birthday cake inscribed "Our Tenth Anniversary."

Bunting was strung along the marquee to give a festive air and all publicity for the current attraction was marked our 10th anniversary show.

We also had a 10th anniversary stage show. This was billed as "Our birthday but you get the gifts." It was in the nature of a crazy give-away and was handled by ad-publicist Ron Leonard. We promoted many prizes including L.P. records, boxes of chocolates, Pyrex oven ware, a Coca Cola picnic unit, a wicker arm chair, vouchers for dry cleaning, etc. Other "crazy" prizes were a live chicken, a step-ladder, a wash tub, a string of weiners, a load of corn-flakes, etc.

Invitations were printed and the opportunity taken to get to know local traders by taking along the invitations and personally inviting them to the anniversary show. This has done immeasurable good to the theatre especially in relation to future promotions.

We tidied up a bit; did some extra house-cleaning and had the staff's uniforms all spic and span.

The movie columnists came through with some extra publicity in the newspapers.

The children were not forgotten in the 10th anniversary and as the Coca Cola sampling coincided this was used as a birthday gimmick. On stage, a Coca Cola picnic unit was the prize in a game played by the children.

All in all it was a most successful celebration—one that in a smaller town would have given us a very big press. Alas, in Toronto things like this pass unnoticed as far as the newspapers are concerned. However, I consider that this sort of audience participation show and party does a enormous amount of good and is well worth the time and trouble it takes.

### THE NEW 1959

## "Showman-of-the-Year" CONTEST

Each individual achievement, selected by the Editorial Board and published in this every-second-week EXPLOITATION Section of MOTION PICTURE EXHIBITOR, will receive an Achievement Citation. Five by the same showman published in any one year will receive a SILVER Achievement Citation. And, should any showman ever accomplish ten in the same year, a GOLD Achievement Citation will be awarded. No weekly or monthly prizes will accompany such citations.

At each year's end, all such published achievements will be submitted to the "COMMITTEE OF 100" theatre circuit executives for their individual study and their personal choice of the BEST FIVE. A minimum of

**\$100000  
IN PRIZES**

will be awarded to the five "SHOWMEN-OF-THE-YEAR" so selected. Alert showmen, interested in the international distinction to be gained from such awards, will recognize that an advantage lies in winning repeated individual published achievements. Address all submissions and photographs to: GEORGE F. NONAMAKER, Feature Editor, MOTION PICTURE EXHIBITOR, 246-48 N. Clarion Street, Philadelphia 7, Penna.



## Circuits Continue Push To Back Top Features

PHILADELPHIA — The editors of EX-PLORATION present herewith highlights suggested for Minnesota Amusement Company's "Achievement Awards" drive for the last four months of 1959.

This, of course, is in line with "getting them out to see" the blockbuster lineup of product previously announced for the fourth quarter of the year by the various film companies. The first in this series, that of ideas of New England Theatres, Inc., appeared in the last issue; and it is hoped that many of the ideas will be adapted beneficially by other exhibitors.

### Military Discount Cards

Issue a theatre identification card entitling the man in uniform to a special discount ticket. Many theatres are not getting as much business as possible from military installations in a number of situations. It is, of course, possible to admit all uniformed men and women at discount without using a card; but the cards are better since it is a constant reminder for the holder to go to a theatre.

### High School Band Dates

Most high school bands will go for this stunt and will cooperate. For a series of weeks, on a given night, bring in a high school band from towns in your surrounding area. Let them compete with judges from local musicians. This will bring in enough people loyal to their band and their localities to give you an SRO house. Local dignitaries, such as the newspaper editor, the Mayor, etc. can be invited as guests. Use school colors in pennants, crepe paper, etc. to decorate theatre front, lobby and stage. This promotion should not only get excellent boxoffice results, but should establish good feeling between theatre and community.

### Shoppers' Night

It has been pointed out that "shopping night" hurts theatre business. While it brings many people downtown to the stores there is a lack of patronage from these crowds. The ladies are out shopping and looking for bargains—so why not join the other merchants with bargains. Offer a Ladies Shopping Night Special—with all ladies admitted at the bargain price of 59 cents. Or suggest to mothers that they can save on the cost of a baby sitter and treat their children to a movie while they shop. Another idea calls for the co-operating with downtown stores for the distribution of two-for-one theatre coupons to customers on shopping nights with the coupons only honored at the theatre after 8.30 p.m. on shopping night. This can be turned into a Shop 'n Show campaign.

### Family Business

One of the 'lost' groups attending motion picture theatres is the family. One of the reasons for this is the cost of entertainment. Pick one day of the week and admit children free when BOTH mother and father purchase tickets. You may get at concessions what you miss at the boxoffice. Give it a tryout between four and six p.m. on Sunday right after fall television hits boxoffice during that period of the day.

### Write Your Own Ticket

This gimmick will help you build up a mailing list. It calls for the printing of heralds with copy something like this: "Write Your Own Ticket. In proclaiming the wonderful  
(Continued on page EX144)

# Navy Cooperation Boosts Campaign Selling "John Paul Jones" Biopic

NEW YORK — A thorough promotional campaign has been set by Warners on behalf of Samuel Bronston's "John Paul Jones," now in its world premiere engagement at the Rivoli, New York.

This initial newsworthy event garnered columns of syndicated and local newspaper space since it was sponsored by the New York Council of the Navy League of the U.S. as a benefit of the Council's "Scholarship Fund." It will spearhead similar premiere openings throughout the country.

In addition to the wholehearted cooperation of the United States Navy and its public relations officers stationed throughout the country, "John Paul Jones" also is assured the nation-wide assistance of such opinion-building groups as the Daughters of the American Revolution (DAR); the Catholic Youth Organization (CYO); the Navy League of the United States; thus assuring major box-office returns through national and local tie-ups for every planned engagement.

Further kicking off the national promotional campaign will be a series of Governors' premieres under the sponsorship of various Navy organizations, to be held in the capital city of each of the 50 states, with each Governor as honorary chairman. Proceeds of these newsworthy events will go toward the "Enshrinement of the USS Arizona at Pearl Harbor Fund," which is sponsored by the Pacific War Memorial Commission (authorized by an Act of Congress); the Arizona War Memorial in Phoenix and the Fleet Reserve Commission.

An Atlantic high-seas preview of "John Paul Jones" was held for top-ranking newspaper columnists, television and radio personalities, as well as Navy personnel, aboard the Navy aircraft carrier, USS Wasp. The invited guests were flown 100 miles over sea to the aircraft carrier. On the following day after the preview, Erin O'Brien, at ceremonies and dinner on board the USS Wasp, was nominated "Miss USS Wasp" by the crew and officers, with attendant publicity breaks.

This major event, which received wide coverage in the East, was followed by a Pacific high-seas Navy preview aboard the USS Bennington, which carried West Coast writers and commentators on a two-day trip. Guests were taken aboard the Santa Fe Railroad's "John Paul Jones Special" from Los Angeles to San Diego. En route they attended a reception and "Admiral's Dinner" with Captain R. E. C. Jones, Commander of Fleet

Air, and Commander Jack T. Tripp, Executive Officer of the USS Bennington, as hosts.

One hundred percent coverage in every major motor boating magazine carried special sections, as well as feature articles by Alan Villiers, who was technical adviser on the film. In addition, the Navy League magazine, "The Log," carried a special section which later was utilized by the organization as a mailing piece to its thousands of members throughout the United States and abroad.

Among the national advertising tie-ups, which will encompass full spreads in leading magazines and newspapers, as well as radio and television, are with Lustre-Creme, featuring Erin O'Brien; Robert Stack, who plays John Paul Jones, and his wife in a national magazine campaign on behalf of Trans-World-Airlines (TWA); Hollywood Bread advertisements, featuring Robert Stack and his wife, and keyed to run in newspapers during the July and August key city release dates of this epic film. Dell Publishing Company has set for distribution approximately 1,000,000 comic books based on the "John Paul Jones" story in addition to a novelized paperback edition of the film. In addition, Warner Records is giving national distribution to the sound track album of "John Paul Jones," which gives full credit to the film and features a full-color reproduction of noted marine artist Jack Gray's painting of one of the exciting battle scenes in the film.

Navy cooperation assures further interest in the film through the nation-wide display of specially designed recruiting posters giving "John Paul Jones" and local playdates full credit. These posters will go on display in front of post offices and other Federal buildings all over the United States during August. In addition, a traveling exhibit of Jack Gray's colorful paintings will go on tour for display in leading art galleries throughout the nation under Navy League sponsorship.

A most comprehensive national magazine campaign is in full swing. A nation-wide tour by star Erin O'Brien will cover more than 20 major cities, at which time she will appear before civic groups; on radio and television and will be available for newspaper and magazine interviews in these local areas.

The high scholastic interest in the film has not been overlooked. A comprehensive study guide has gone to high school and history teachers all over the United States. In addition, special screenings of the film are being  
(Continued on page EX144)



Erin O'Brien, co-star, Warners' "John Paul Jones," is seen with Art Ford, Station WNTA in New York during a recent guest appearance as part of her nation-wide tour on behalf of the picture. In the background at the extreme left is Edgar Goth, Stanley Warner Theatres, and, extreme right, Bob Abrams, standing, of Radio Station WNTA.



## COMPANY ASSISTS

MGM will award cash prizes totalling \$2300 to managers of large and small theatres who submit the best campaigns on Alfred Hitchcock's "North By Northwest." Two sets of identical prizes will be awarded, one for large theatre campaigns and one for results of campaigns created by managers of small theatres. To enter, managers are asked to submit their complete campaign to Exploitation Department, MGM, 1540 Broadway, New York 36, N. Y. A committee of judges, composed of representatives of MGM and the trade papers, will make the final selections, with the contest closing Dec. 31st. The judging will be on results achieved and not on the basis of money spent.

PARAMOUNT has set with the H. and A. Selmer Instrument Company, a manufacturer of musical instruments, a tieup with retailers on "The Five Pennies" which includes a give-away puzzle book for children titled "Danny Kaye's Band Fun Book." The theatre will work with the store operators with the cross-promotion designed to yield lobby displays of musical instruments, theatre horn-blowing contests, and other stunts, as well as retailer window and counter displays. Store give-aways, will also include a sample Red Nichols recording.

UNITED ARTISTS has a major advertising campaign set with Seventeen Magazine involving a series of 12 half-page ads spotlighting the company's top productions including "The Horse Soldiers," "A Hole In The Head," "The Devil's Disciple," "The Wonderful Country," "Take A Giant Step," "Odds Against Tomorrow," "Happy Anniversary" and "Solomon and Sheba." Scheduled for 12 issues of the magazine, the insertions will reach an estimated audience of over 8,000,000 teenagers. A recent survey conducted by this magazine showed that 85 per cent of its readers go to the movies monthly, and 75 per cent attend them each week. The survey also disclosed that four out of five of its readers recommend pictures to their friends.

### CIRCUITS (Continued from page EX143)

motion pictures to be presented here during the coming season, we offer you the opportunity of "Writing Your Own Ticket" to see one picture of your choice FREE! During September, October, November and December, we will present most of the following outstanding motion pictures: (List 10 films with stars). Pick out the three you would most like to see. Write them in on lines one, two and three on the entry blank below. Add your name and address and bring to the (name) theatre. All entries will be deposited in a box from which on September 1, 1,000 names will be picked to receive tickets to one of the three motion pictures of your choice. Write your own ticket today!"

### College Student Business

With fast-growing private and state colleges bulging with students in most cities, the college student business has become very important. We believe that price is a more important factor to this group than to the general population and think a price concession will make regular customers of the students. The issuance of student identification cards or recognizing of school identification cards for reduced admissions would solve the problem and also help cement relationships with the faculties and student bodies.

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In rural territories goodwill might be built by the conducting of a Best Crop Contest. Have farmers bring in their choice ears of corn, pumpkins, squash, apples, potatoes, etc. Select judges committee headed by county agent, local produce dealers, etc. Promote prizes from farm supply dealers or merchants. Display entries in theatre or windows of business places. Award prizes from stage. Such a stunt should pack the theatre with rural people the night prizes are given out.

### Amateur Nights

It might be time to "cash in" on this activity that brought so much money to the theatres years ago. The amateurs should be conducted on your poorest night of the week. Present day angles call for tieups with local radio stations which can handle the entire stage show, tape it and broadcast it later.

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### Courtesy And Housekeeping

Remember, courtesy always pays off. Give it with a smile. Give maximum service. Be friendly and helpful. Keep your theatre as "clean as a battleship"; keep the screen clean; check the sound; perfect the projection; keep the rest rooms spotless; etc., etc.

### NAVY (Continued from page EX143)

scheduled for teachers, while arrangements have been set for student group admission prices to assure widespread youth interest.

A complete line of "John Paul Jones" novelties, including tricorne hats, telescopes and charm bracelets, have been designed and already are being marketed to chain and novelty stores throughout the country and in Canada.



# CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders, and replies to box numbers should be addressed to: Motion Picture Exhibitor, 246 North Clarion St., Phila. 7, Pa. (Help and Situations Wanted advertising not accepted. See "A-Man" CORNER on this page.)

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**SHOWMEN'S  
TRADE REVIEW**

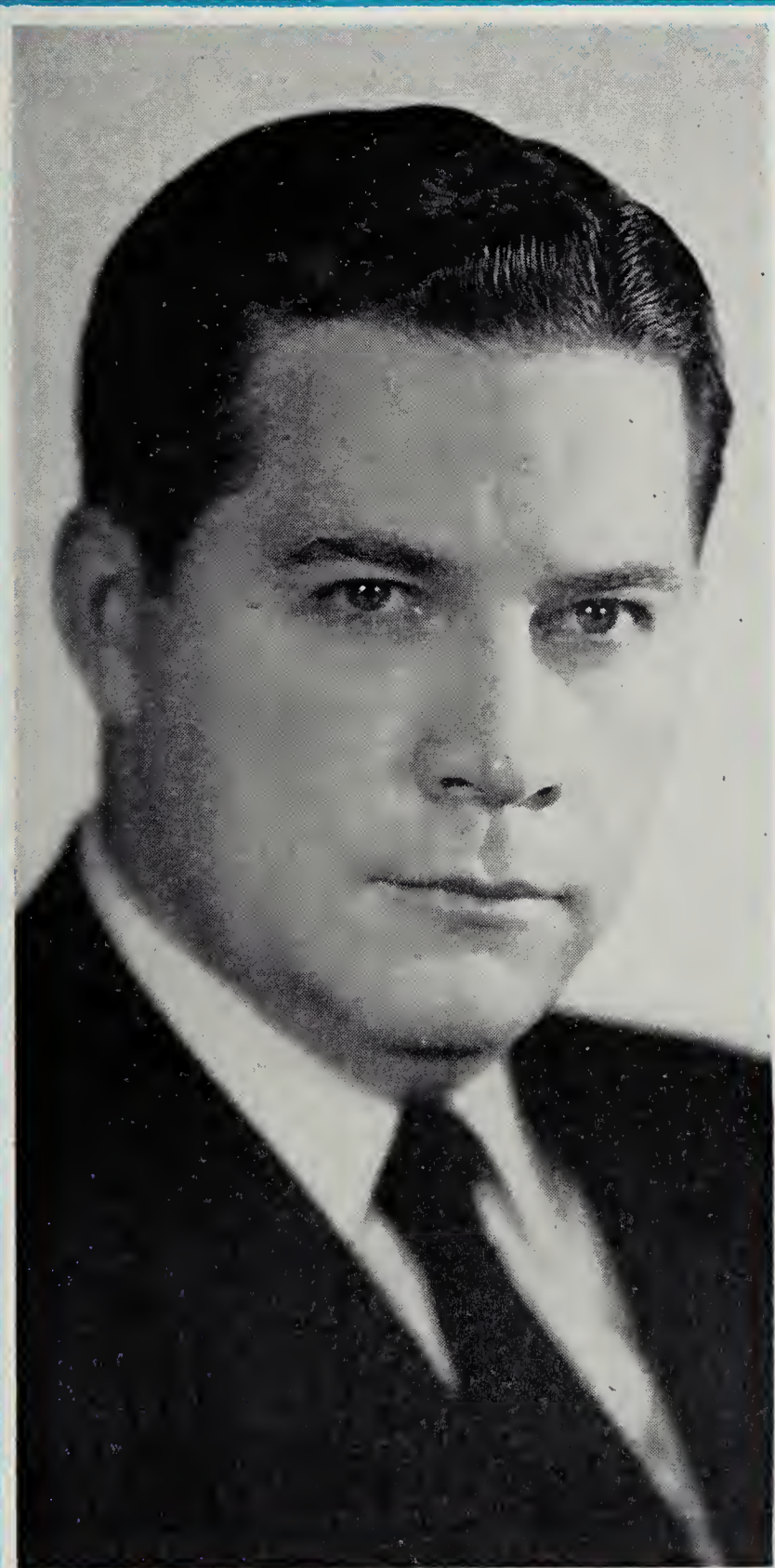
Founded in 1933 by  
CHARLES E. "Chick" LEWIS

JULY 22, 1959

Volume 62

Number 11

IN TWO SECTIONS • THIS IS SECTION ONE



## Decade Of Legal Battles Nears End

(See Page 10)

## Company Heads Aid Penna. Sunday Fight

(See Page 12)

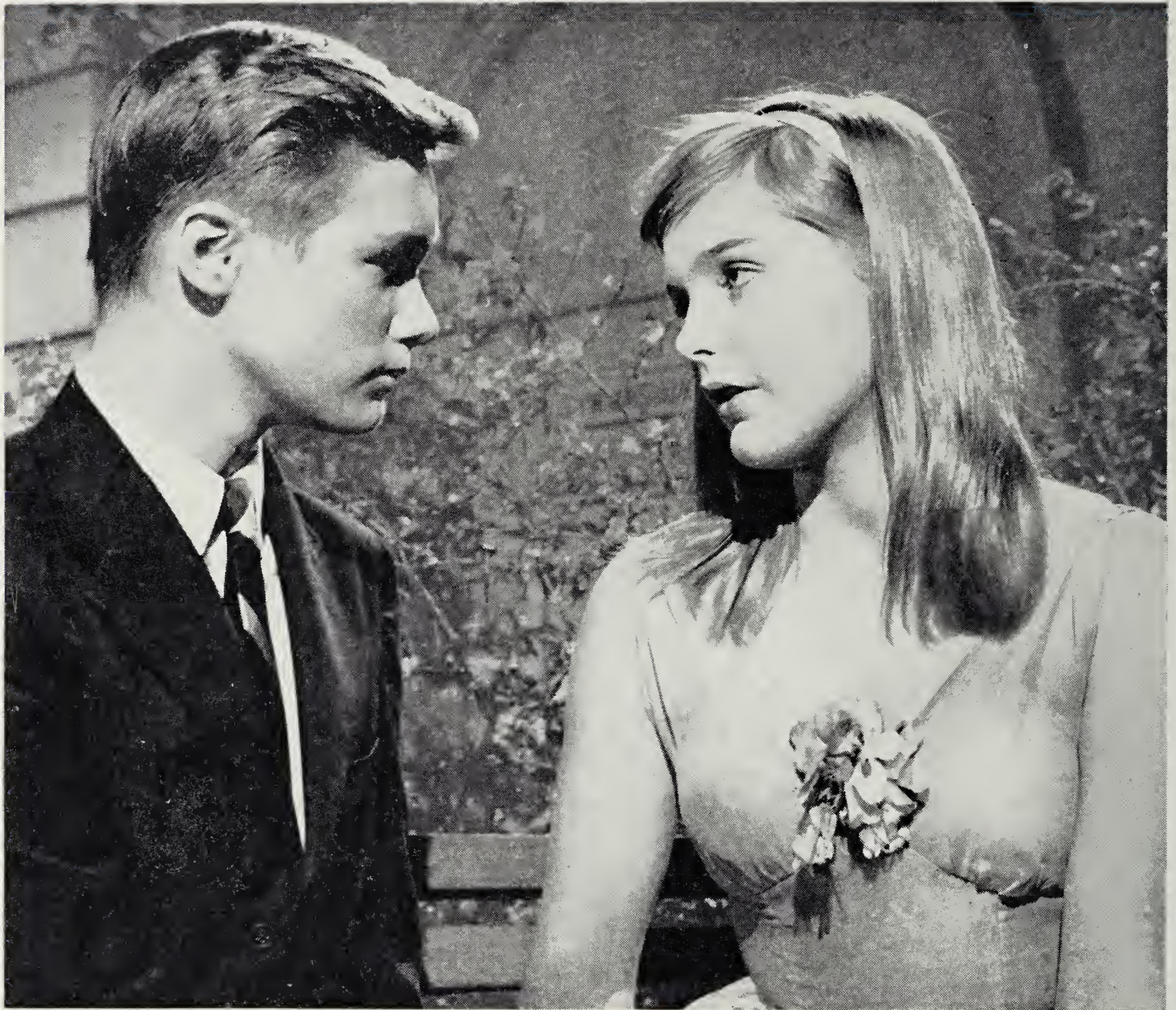
Alex Harrison, 20th-Fox general sales manager, backed up his faith in the dramatic impact and provocative theme of BLUE DENIM with the unique edict that it would be sold only to those exhibitors who have seen the film themselves.

**featuring:** The Merchandising Of BLUE DENIM



## THE FIRST OF A SERIES OF NATIONAL MAGAZINE ADVERTISEMENTS...

(This ad will be seen in the August issue of SEVENTEEN by a readership of four million.)



## the motion picture "blue denim" talks heart to heart with young America!

**Listen** . . . to the sounds of "blue denim". . . to Janet, age 15, saying . . . "Maybe I could just disappear somewhere or—just drown myself!" Listen...to Arthur, age 16, saying...I'm responsible and I know a way out!"

**Listen** . . . with compassion and understanding! Don't close your eyes and pretend these things don't happen to nice kids too!

**Ask yourself**...how could it happen to Janet...so shy, so young, so very much like yourself! Where did she go wrong...and why...WHY...WHY? And what about the boy...he was really a decent kid...ask his mother, his father, his friends!

**"Blue Denim"** goes into the solutions teenagers are forced to find for themselves! It is strong drama with a viewpoint.

20 Century-Fox presents "blue denim"

CINEMASCOPE  
STEREOPHONIC SOUND

starring

CAROLLYNLEY · BRANDON de WILDE · MACDONALD CAREY · MARSHA HUNT

Produced by CHARLES BRACKETT Directed by PHILIP DUNNE  
Screenplay by EDITH SOMMER and PHILIP DUNNE





# 41 Years of Service to the Theatre Industry

Founded in 1918. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 246-248 North Clarion Street, Philadelphia 7, Pennsylvania. New York field office: 8 East 52nd Street, New York 22. West Coast field office: Paul Manning, 8141 Blackburn Avenue, Los Angeles 48, Calif. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher; Paul J. Greenhalgh, general manager; Albert Erlick, editor; M. R. (Mrs. "Chick") Lewis, associate editor; George Frees Nonemaker, feature editor; Mel Kanecoff, New York editor; Tom Werner, Physical Theatre and Extra Profits departmental editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscriptions: \$2 per year (50 issues); and outside of the United States, Canada, and Pan-American countries, \$5 per year (50 issues). Special rates for two and three years on application. Second class postage paid at Philadelphia, Pennsylvania. Address all official communications to the Philadelphia publishing office.



VOLUME 62 • NO. 11

JULY 22, 1959

## A WAGE-HOUR LAW COULD BE THE CAMEL'S STRAW

ANYONE WHO IS in even limited contact with small-town theatres, and with neighborhood and subsequent-run theatres in larger cities and towns, knows pretty positively that many continue to fold, while many more are hanging on by the proverbial tooth skin, and hoping for some kind of a "break." Enlightened chambers of commerce and fellow businessmen on Main Street are buying out Saturday matinees, and doing many other things to keep their small-town theatres alive. Small-town newspapers are editorializing, and are asking their readers to go to a movie regularly as a civic-minded duty. But few such theatres are making a fair profit.

Neighborhood and subsequent-run theatres in larger cities and towns get no such intimate help. Some are experimenting with so-called art policies, or intervals of foreign pictures. Others are open only on week-ends, in order to match overhead to minimum income. But few if any of these are making a fair profit.

Into such a business condition, applying to at least half of the theatre structures in the nation, should current proposals

of a \$1.25 per hour minimum wage, and overtime bonuses, be applied to theatres, it would precipitate mass closings, or the wholesale firing of ushers, doormen, cleaners, and cashiers. The added burden of such salary increases would be the final straw. The theatres that did not close would be forced to curtail their services in order to stay alive. Thousands of schoolboys and schoolgirls, happy with the minor compensation that accompanies little work and the opportunity to see all the "shows", would be legislated into no income, and the need to pay for their movie tickets. Thousands of doormen would be forced to become cleaners, too, or else. And thousands of theatres, of the small-town and subsequent-run variety, would be operating with the minimum staff of an operator, a manager, and a cashier, and nothing more.

This is the irreparable harm that the currently proposed wage-hour law could do to theatres, and to the minor personnel that small theatres employ. No actual gain to labor or to the nation's economy would result. And you ought to tell that to your Senator and to your Congressman.

## THE 20TH-FOX MERCHANDISING OF "BLUE DENIM"

INDIVIDUALLY ITEMIZED on 13 pages of this issue are 13 individual merchandising aids that the advertising—publicity—exploitation men of 20th Century-Fox have put behind that company's current feature, BLUE DENIM. Most are departures from the usual show business thinking, and verge on the psychological. The public's mind, whether adult or teenage, and whether laborer or professionally trained, is being conditioned to be interested in and to accept a theme that is as daring as it is perfectly tuned to modern living. The merchandising is equally daring.

We like the interviews and the study groups. We like the use of radio and TV commentators. And we can recognize the possibilities inherent in a new and particularly lovely

young star. But most particularly we like the courage and honesty reflected in their effort to sell a picture on its merits and on its story line, rather than to hide behind some sensational catch-phrase or startling situation. No doubt both were there for the grabbing by a less able and less energetic merchandising crew.

With the other pictures on the 20th Century-Fox summer schedule, like HOLIDAY FOR LOVERS, BLUE ANGEL, A PRIVATE'S AFFAIR, and OREGON TRAIL, being readied for market at the same time, the off-beat character of this BLUE DENIM approach is a tribute to the versatility and ability of Charlie Einfeld's merchandising team.

Congratulations, one and all!

## TO "PULL" WITH PROFIT, OR TO "HOLD" WITH LOSS

IN CHECKING OVER the weekly grosses on 90-some theatres in 10 metropolitan areas during the past six months, some interesting facts turned up. Wherever the theatre had enough product to "pull" a weak grossing picture after an average or a slightly above average week, its term average remained high. The following week, it might have nothing better to book than some horror double bill, or some reissue, but the

resultant gross would still be higher than if it had "held" the weak grossing picture for a second week. The fellows who seemed to be suffering were those who got the average or the slightly above average first week and then "held on" in the apparent hope that the pictures would continue at the same level, or build.

They never did!

## NOT FIT TO EXPORT

WHEN GEORGE V. ALLEN, director of the U. S. Information Agency was forced by House Appropriations Chairman Rooney recently to divulge the titles of the 82 films that had been rejected as "inappropriate" for showing abroad, he listed a bunch of "B" pictures that most theatremen would even agree were inappropriate for showing in their theatres at home. Looking down the list, there were few really first-rate films, and many that angled for violence, sex and cheap

sensationalism.

Maybe we ought to get Mr. Allen and his staff to "reject" much of the junk that is offered to U.S. theatres. Although we can't understand how MGM's "SOMEBODY UP THERE LIKES ME" or Warners' "STORY OF MANKIND" could be considered not worthy "exemplars" of American life and character.

As that King of Siam used to say: "Is a puzzlement!"



# Letters . . .

**UNSOLICITED** • The letters from readers which appear on this page are not solicited. MOTION PICTURE EXHIBITOR does not suggest questions to readers in order to provide a flow of letters.

## From WASHINGTON, D. C.

Thank you for your generous response to our request for 20 copies of MOTION PICTURE EXHIBITOR, and also for the 20 copies of back issues of THEATRE CATALOG. They have arrived in satisfactory condition and shortly they, together with the 1,000 other leading U.S. publications which comprise each Trade Mission library, will be prominently displayed at various international trade fairs all over the world.

Trade publications serve as valuable reference material for the Trade Mission members in their consultations with foreign businessmen. They provide the foreign business community with commercial data which can be utilized in expanding trade with the United States, and in picture and print they relate the story of our free enterprise society. Your cooperation and interest are greatly appreciated.

E. PAUL HAWK, Director  
Trade Mission Program  
U.S. Department of Commerce

*EDITOR'S NOTE: It is our pleasure to be helpful.*

## From COLOMBO, CEYLON

We have constantly seen advertisements in your valued trade paper for National Screen Service. We have on many occasions written to them requesting them to forward us a full list of available trailers, with a description thereof, but it is our regret that we have not received any reply to our numerous requests. May we inquire whether it would be possible to use the good offices of MOTION PICTURE EXHIBITOR to arrange that such a list be forwarded to us as soon as possible.

The same remarks apply to Filmack, 630 Ninth Avenue, New York, and to Motion Picture Service Company, 125 Hyde Street, San Francisco.

We would be grateful for anything you can do.

B. K. BILLIMORIA  
General Manager of Theatre Operations  
Ceylon Theatres, Ltd.

*EDITOR'S NOTE: Failure to answer letters is not new in this business, nor is it restricted to the three companies mentioned. However, each company is being alerted, and we do hope that Mr. Billimoria gets better service in the future.*

## From PHILADELPHIA, PA.

While passing by a news stand, I happened to see a copy of the July 8 issue of MOTION PICTURE EXHIBITOR. What captured my attention was the picture of a handsome, affable, kind, considerate, wonderful gentleman on the front cover. I immediately bought it. I'm sure if you used this subject matter more often, your sales would increase immeasurably.

BARRY R. MINSKY

*EDITOR'S NOTE: Milton Berle and Liberace had mothers. It looks as though Howard Minsky has a son.*

## From CLEVELAND, OHIO

I am seeking to reestablish the Mayfair Art Theatre as a going concern. Would you be so kind as to send me a list of distributors of so-called art pictures in New York City, such as Realart, Harrison, Davidson, International Films, etc.

ROD R. MASTANDREA, Attorney

*EDITOR'S NOTE: Each May and November, as an integral part of the saveable pink REVIEWS section, MOTION PICTURE EXHIBITOR publishes a list of names, addresses, executives and types of films, under the heading "FOREIGN AND SPECIALTY PICTURE SOURCES". This is a service that is exclusive with this one trade weekly. In addition, we carry more REVIEWS of such pictures than any other trade paper.*

**437 LETTERS from  
interested industry execs  
were published on this page  
last year.**

**Each and every one contributed to our readability and interest. We're grateful to their writers!**

**MORE LETTERS than any other trade paper are published here because MORE LETTERS are received here. It's as simple as that!**

**look**

**SEE FOR YOURSELF!**

## From VICTORIAVILLE (QUE.) CANADA

My copy of the July 1 issue had the saveable pink REVIEWS and EXPLOITATION sections pasted and stapled into the news sections, and they were not punched. I had quite a hard time getting them out and putting them in proper order for my book file. What's the matter? And please advise whether this is just an error or whether you will continue sending these sections in this manner?

U. S. ALLAIRE, Proprietor  
Victoria Theatre

*EDITOR'S NOTE: By mailing mistake you apparently got one of the bound file copies. We have no intention to change the saveable features of these two sections. Properly punched duplicate copies of July 1 sections are being sent under separate cover.*

## From RICHMOND, VA.

Regarding your series of Father and Son photos, why don't you take the pictures of the producers, together with their sons, wives, daughters, grandchildren, dogs, horses, boats, automobiles, or anything else in the world that they would like you to publish, providing only that they make more good pictures for consumption? After all, you and I know that exhibitors are giving their best efforts without your publishing of their pictures. Maybe, two maybes, three maybes, if you publish a picture of the production giants who do such stupendous, tremendous, magnificent things, we might get more pictures. Anyway, there is no charge to you for this valuable suggestion.

MORTON G. THALHEIMER, President  
The Neighborhood Group of M.P. Theatres

*EDITOR'S NOTE: Surprise! Surprise! You didn't think we'd publish it, did you? Let that be a lesson to you. Never trust a publisher!*

## From GIRARD, OHIO

I would appreciate your sending as many past issues of the pink REVIEWS sections as you have available.

In case you don't recognize my name in connection with the purchasing of the New Mock and Wellman Theatres from Peter M. Wellman, I am originally from Philadelphia where I spent 13 years with Warners and Bill Goldman as manager of the News Theatre. The past 14 years I have been with Jack Beresin and his Berlo Vending Company.

ALBERT GARFIELD  
Girard Theatres Co.

*EDITOR'S NOTE: While supplies of the complete 1954-55 season are running low, we still have ample supplies of the 1955-56, 1956-57, 1957-58, and 1958-59 season to date. The new 1959-60 season will start with the first issue of next September. These back seasons are available to subscriber purchase at 52 cents per season. And good luck in Ohio, Mr. Garfield!*

## From MEXICO CITY, MEXICO

Azteca Films, Inc., 1743 South Vermont Ave., Los Angeles, Cal., has the distribution rights to "NAZARIN" in the U.S.A. and Mr. Anciola of Cinematographica Mexicana Exportadora here has requested them to communicate directly with you in order to give you all available data requested by your subscriber.

ROBERTO CERVANTES CASAUS  
Luis Montes Circuit

*EDITOR'S NOTE: We are very grateful for this very nice help relating to the letter from Burgettstown, Pa., and published in the July 1 issue. In this way, one subscriber helps another with their trade paper as the medium between. May we hope that our Latin friends give us a chance to reciprocate.*

## From SEA ISLE CITY, N. J.

MOTION PICTURE EXHIBITOR has always been very useful, and your constant striving to improve, and to better serve the industry, has been of benefit to all exhibitors.

LOUIS BRACA, JR.  
Braca Theatre

## From GOODING, IDAHO

MOTION PICTURE EXHIBITOR is much help to me and I enjoy it immensely. Thank you!

SOPHIA BURROWS, Manager  
Gooding Theatre



A new era in  
motion pictures  
has opened!

SAMUEL GOLDWYN'S

**PORGY**  
and  
**BESS**

A NEW  
ERA IN  
MOTION  
PICTURES

TODD-AO-TECHNICOLOR

ALL SEATS RESERVED



**Bosley Crowther**

(New York Times) says:

"'PORGY AND BESS' IS AN EXCITING AND MOVING FILM. A classic on the screen. N. Richard Nash has adapted and Otto Preminger has directed a script that fairly bursts with continuous melodrama and the pregnant pressure of human emotions at absolute peaks. We can almost feel the motion picture medium is the one for which it was destined all the time."

**Wanda Hale**

(Daily News) says:

“ ★ ★ ★ ★ ”

'PORGY AND BESS' IS A CLASSIC that can go on until the last print has faded into a blur and crumbled into nothingness. The production is superb. Sidney Poitier's performance is the shining light of the film. Dorothy Dandridge is excellent, Pearl Bailey is a tower of strength."

**Paul V. Beckley**

(Herald Tribune) says:

"...A WORK OF LARGE DIMENSIONS...a rich and devoted filming... The result is dazzling."

**Alton Cook**

(World Tele. & Sun) says:

"'PORGY AND BESS' REALLY LIVES AGAIN. Perfectly cast. The people have gusto and enthusiasm, their emotions run high."

**Jesse Zunser**

(Cue Magazine) says:

"'PORGY AND BESS' IS A SUPERBLY DRAMATIC STORY in the most exciting musical idiom."

**Justin Gilbert**

(Daily Mirror) says:

"'PORGY AND BESS' IS 21-K GOLD-WYN...a radiant and ringing photoplay, the final step in enshrining 'Porgy and Bess' in the pantheon of productions that kindle human flame..."

**Irene Thirer**

(Post) says:

"SING OUT THE GOOD NEWS! Perfectly synchronized with hauntingly beautiful music, poignancy, charm, good humor and pathos."

**LIFE Magazine says:**

"AMERICAN CLASSIC SINGS ANEW! It glitters with drama, fun, religious feeling, love for dancing, and music!"

**Newsweek says:**

"A GERSHWINNER."

**McCall's Magazine says:**

"'PORGY AND BESS' is now a magnificent motion picture. Sammy Davis, Jr. as Sportin' Life, makes the screen jump for joy!"

**Rose Pelswick**

(Journal American) says:

"'PORGY AND BESS' IS MAGNIFICENT. Humor is here along with tragedy, religious fervor as well as violent action. On every count, the picture is an impressive achievement."

**The Associated Press says:**

"'PORGY AND BESS' a magical combination of excitement for eye and ear. A deeply moving theatrical experience that pulses with vigor."

**Saturday Review says:**

"IT IS SUPERB!"



Film Daily says:

A MAGNIFICENT ARTISTIC ACHIEVEMENT AND A BOXOFFICE BLOCKBUSTER. Individual performances stack up as fore-runners of Academy nominations. Miraculous reproduction of the music. No previous production to compare with it. Will stand long as an industry record."

Hollywood Reporter says:

"ONE OF THE MONUMENTAL MILESTONES in the theatre's long history of entertainment. Powerfully enacted, presented with vocal and visual beauty. The musical bridges from mood to mood and scene to scene are probably the best the screen has ever voiced. Choreography is at its visual best. Fused into a moving and inspiring whole."

M.P. Daily says:

"A RARE EXAMPLE OF THE FINEST blending of photography, color and music. The best ever given the classic. Shines with memorable individual performances. The Gershwin music, has been magnificently recorded. A production of the highest quality in the established Goldwyn tradition. Fresh and new and vibrant—will endear it to all who see it."

Variety says:

"A BIG PICTURE. An American classic, handsome, intelligent, often gripping. Camera work stands forth."

M.P. Herald says:

"A TRIUMPH OF THE CINEMATIC ART, entrancing and exciting pictorial achievement. An event of first importance. Magnificent physical background. Fine and sensitive screenplay, utterly perfect technical job. Brought the great Gershwin music to new, fresh and wondrous life."

Boxoffice says:

"A TRIUMPH ON ALL COUNTS. A glorious and unforgettable motion picture experience, will stand as a monument to Goldwyn's producing genius. The acting is outstanding. All the warmth of feeling and dramatic intensity of the Heyward play. The score is superbly played and sung. Poitier proves himself one of our best actors."

M.P. Exhibitor says:

"SOMETHING SPECIAL as to entertainment value, magnificently attired, finely acted, outstandingly directed and produced. Cast is moving in its evaluation of the story."

Daily Variety says:

"FINELY PRODUCED AND DIRECTED. Intelligently acted and well sung. There is beauty and artistry."

Independent Film Journal says:

"STRIKING CINEMATIC STATURE, artistic as well as commercial strengths. The combined talent of the cast would be difficult to duplicate."



**Variety says:**

**"'PORGY AND BESS'  
HIT ABSOLUTE CAPACITY  
IN INITIAL FULL WEEK  
WARNER THEATRE N.Y.C.  
AFTER THE SAME PACE  
IN THE PRIOR  
FOUR DAYS."**

**NOW PLAYING CARTHAY CIRCLE, LOS ANGELES  
OPENS JULY 22nd CORONET, SAN FRANCISCO...McVICKERS, CHICAGO  
OPENS AUGUST 6th ASTOR, BOSTON  
OPENS AUGUST 12th TIVOLI, TORONTO**

**SAMUEL GOLDWYN**  
presents

# **PORGY and BESS**

Co-Starring

**SIDNEY POITIER · DOROTHY DANDRIDGE · SAMMY DAVIS, JR. · PEARL BAILEY**

Music by **GEORGE GERSHWIN** • Libretto by **DuBOSE HEYWARD**

Lyrics by **DuBOSE HEYWARD** and **IRA GERSHWIN** (Founded on the play 'Porgy' by **DuBOSE** and **DOROTHY HEYWARD**)

Originally produced for the stage by the Theatre Guild • Screenplay by **N. RICHARD NASH**

Directed by **OTTO PREMINGER** • Distributed by **COLUMBIA PICTURES**

Produced In **TODD-AO®** • **TECHNICOLOR®** • **STEREOPHONIC SOUND**



# NEWS CAPSULES

## Para. Promotes Justin

NEW YORK—Sidney Justin, head of Paramount pictures studio legal department, has been appointed executive assistant to Jack Karp, vice-president in charge of the studio. In addition to his new assignment, Justin will continue as resident counsel and head of the legal department.

Justin joined Paramount in 1930 as a member of the New York home office legal staff, transferring to Hollywood in 1935. He was named head of the studio legal department in 1946. He continued in that post until he was recently named resident counsel, succeeding Karp upon the latter's appointment as executive assistant to Y. Frank Freeman, who recently resigned.

## Phila. Fox To Close

PHILADELPHIA—It was learned last week that NT's local Fox would close on Aug. 11 due to a lack of business and the inability to obtain an adjustment in the rent. The bidding situation among the city first-runs is understood to have aggravated the situation.



## BROADWAY GROSSES

### "Hole" "Circus" Draw Crowds

NEW YORK—Several good openings helped boost Broadway grosses considerably over the week-end.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the break-down was as follows:

**"SAY ONE FOR ME"** (20th-Fox). Paramount (\$39,453)\*—The fifth and last week was estimated at \$25,000.

**"THE NUN'S STORY"** (Warners). Radio City Music Hall (\$147,610)—Thursday through Sunday accounted for \$92,000, with the fifth week sure to tally \$150,000. Stage show.

**"THE BIG CIRCUS"** (AA). Roxy (\$55,-405)—Friday through Sunday hit \$45,000, with the opening week bound to top \$70,000. Stage show.

**"THE FIVE PENNIES"** (Paramount). Capitol (\$33,350)—The fifth week was expected to reach \$25,000.

**"TEN SECONDS TO HELL"** (UA). Victoria (\$22,900)—The opening week was reported at \$12,000.

**"THE HORSE SOLDIERS"** (UA). Astor (\$25,630)—The fourth week was reported as \$25,000.

**"ANATOMY OF A MURDER"** (Col.). Criterion announced \$46,000 for the third week.

**"MIDDLE OF THE NIGHT"** (Col.). Forum did \$13,000 on the fifth week.

**"A HOLE IN THE HEAD"** (UA). Loew's State garnered \$72,000 for the opening session.

**"DIARY OF ANNE FRANK"** (20th-Fox). RKO Palace announced \$15,000 for the third week of continuous showings or the 18th of the engagement.

\*Figures in parentheses represent 1958 averages as compiled by MOTION PICTURE EXHIBITOR.

## A Quick Summary of All Important Industry News Condensed for the Busy Executive.

### FORMS FOR THIS PAGE CLOSED AT 2 P.M. ON MON., JULY 20

## Planned Release Seen Key To U-I Success

CHICAGO—With the company as well as exhibitors throughout the country happily recording the results of Universal-International's planned release of "Imitation of Life" and "This Earth Is Mine," the same successful policy will be used in the forthcoming release of "Pillow Talk" and "Operation Petticoat," Henry H. Martin, Universal general sales manager, told the sales executives at the concluding sessions of their three-day conference.

Martin recalled that when the policy was first enunciated early this year, he had stressed that an extensive preselling campaign would precede the release of all these important productions and that the promotional activity on the local level would be intensified with each successive early opening of the picture.

Martin announced that "Pillow Talk," the Arwin Production in Eastman Color and CinemaScope, starring Rock Hudson, Doris Day, Tony Randall, and Thelma Ritter, will have its world premiere early in October. A heavy pre-selling campaign similar to those accorded "Imitation of Life" and "This Earth Is Mine" is already set, Martin said.

"Operation Petticoat," the Granart Production in Eastman Color starring Cary Grant, Tony Curtis, Joan O'Brien, Dina Merrill, Arthur O'Connell, and Gene Evans, will have a world premiere in Chicago early in November, followed by a series of key city pre-release openings for Thanksgiving and a Christmas release from coast to coast. The same type of heavy pre-selling and intensive local point-of-sale promotional support will also be employed in the planned release of this picture, Martin said.

## FATHER AND SON



Joseph E. Levine, head, Embassy Pictures, and one of the top showmanship figures in the industry, is seen here with his son, Richard, who accompanied him on a recent tour of principal exchange cities in the U.S. in connection with the Warners' release of "Hercules."

## SBA Loan Policies Hit

NEW YORK—The charge that some regional offices of the Small Business Administration are discouraging theatre owners from applying for S.B.A. loans, was made this week by Philip F. Harling, chairman of the Small Business Committee of the Theatre Owners of America.

In a special message to TOA members, Harling said that officials of some SBA regional offices are not aware that theatres—both conventional and drive-ins—are eligible for loans, and have turned away applicants. He urged TOA members to obtain the help of his committee whenever they encountered such a reception.

This condition, he said, may be one of the reasons for the small number of theatre applications being processed by the SBA, since loan coverage was extended to four-wall theatres about four years ago, and enlarged a year and a half ago to include drive-ins. His committee was instrumental in getting the SBA to change its regulations which previously barred loans to any segment of the entertainment industry.

## N.J. House Picketed

CAMDEN, N. J.—When IATSE Local 408 stagehands refused to do maintenance work at the SW Stanley recently and walked out, they began picketing the house. IATSE Local 418 projectionists refused to cross the picket line, but the house reports continued operation with non-union men at a saving of several hundred dollars per week, since five projectionist members of Local 418 were employed, while the house is now operating with only two regular non-union men and one non-union relief man.



## FILM FAMILY ALBUM

### Arrivals

Dr. and Mrs. Paul G. Boomsliter, Albany, welcomed a son. Mrs. Boomsliter is the daughter of Seymour L. Morris, director of exploration and publicity for the Schine Circuit, Gloversville, N. Y..

### Obituaries

William F. Broidy, 44, president, Broidy Pictures Corporation, and brother of Steve Broidy, president, Allied Artists Pictures Corporation, died in Hollywood following a long illness. Survivors, in addition to Steve Broidy, include his widow and three children, his father, and a sister. He was a native of Chelsea, Mass.

Frank Deane, veteran industry publicist and brother of Albert Deane, Paramount International's manager of censorship and editing in New York, died suddenly last fortnight in Sidney, Australia. He is survived by a widow and one son.

Mrs. Ann Levey, wife of Jules Levey, producer-distributor, died in New York City. She is also survived by two children, a sister, and five grandchildren.

Mrs. Celia M. Yamins, wife of Boston exhibitor Nathan Yamins, died recently. In addition to her husband, who is New England's delegate to Allied States, she is survived by four daughters, 10 grandchildren, a brother, and a sister.



# Decade Of Legal Wrangling Nears End

## Embassy, Goldwyn Suits Involving \$10 Million Headed For Showdown In San Francisco Courts

BY MARK GIBBONS

SAN FRANCISCO—Two of the biggest and most protracted anti-trust suits in the movie industry—both were filed in Federal Court here in 1950—appear to be headed for a showdown next Monday (July 27).

They are the Samuel Goldwyn suit against National Theatres and most of its subsidiaries and the Embassy Theatre litigation involving all of the major studios and distributors and Fox West Coast Theatres, plus the principal northern California exhibitor chains.

Goldwyn, who seeks \$2,000,000 in triple damages allowed under Federal monopoly statutes, charges seven of his films made prior to 1950 were "frozen out" by a conspiracy alleged against the National Theatres affiliates. Dan McLean and Lee Dibble, operators of the downtown 1,400-seat Embassy, are attempting to throw an \$8,000,000 book at a vast assortment of defendants by charging they were denied first and second-runs as far back as 1938.

Both trials, after years of legal jockeying, finally got into Judge Edward P. Murphy's court last year. Goldwyn's case was tried first, consumed 43 trial days, and filled 6,000 pages of testimony transcript. Without waiting to digest the evidence and hear closing oral arguments, Judge Murphy next tackled the Embassy case, which lasted 65 trial days and amassed 9,000 pages of testimony.

Then last December, a few days before the closing arguments were to be heard in both cases, Judge Murphy died suddenly. He had heard both cases to their virtual conclusion without a jury.

Early this year Robert D. Raven, counsel for Embassy, moved for a retrial and this time with a jury. The battery of defense attorneys vigorously opposed Raven's motion, arguing that Raven had waived a jury in the first trial. Raven replied he had done so because he felt Judge Murphy was "peculiarly competent" to hear the case after having just gone through the Goldwyn suit. The court ruled in Raven's favor and granted his clients a jury trial for the second go-round.

Next, Joseph L. Alioto, counsel for Goldwyn, came into court with the same request made by Raven but was denied his petition on the grounds he could not give the same reasons for demanding a jury trial as had Raven. Then Alioto came up with a suggestion to have the Goldwyn case submitted on the record transcribed in the trial heard by Judge Murphy. This also was opposed by the defense, which later changed its collective minds and agreed to Alioto's proposition. So next Monday (July 27) Chief District Judge Louis Goodman will assign a judge to read the transcript of the Goldwyn case heard by Judge Murphy last year.

Meanwhile, on the same day, Judge Goodman will either appoint a judge to start a jury retrial in the Embassy case or name a judge to start reading the transcript of the first trial on the same basis of the Goldwyn case. The latter all depends on the attitude

## Allied Attacks "Royalties"; Warns Of Exhib Regulation

WASHINGTON, D.C.—Allied States Association of Motion Picture Exhibitors last week issued a bulletin attacking Paramount for continuing its "royalty system" in licenses for "The Ten Commandments."

The bulletin also criticizes Samuel Goldwyn for his announced release plans on "Porgy and Bess" and for his continuing to preach "fewer pictures and fewer theatres."

In connection with the Supreme Court's recent censorship decisions, the bulletin warns that "there is a dangerous probability that the states and cities will turn from censoring of films to regulating theatres."

## Theatres Included In Wage-Hour Bill

WASHINGTON—Theatres and enterprises doing an annual gross of not less than \$75,000 will come under the amendments of the Senate Labor Subcommittee's approved Wage-Hour Act, it was learned last fortnight.

During the first year of the amended law's operation the minimum wage would be \$1 an hour with overtime beginning after 46 hours a week; in the second year, the hourly minimum would be \$1.10 and overtime beginning after 44 hours; in the third year, \$1.20 an hour, and overtime after 42 hours; and in the fourth year, \$1.25 an hour and time and one half pay after 40 hours.

Any categories of employment in the motion picture industry which already are covered by the law would, by another amendment, have the minimum hourly rate fixed at \$1.15 an hour in the first year with overtime after 40 hours; and \$1.25 an hour, plus the overtime provision after the first year.

A. Julian Brylawski, chairman, TOA Legislative Committee, said he would have to examine the complicated report before commenting on its effect. He indicated, however, that he doubted that the bill would reach the floor of either House for action this year.

## Dietrich Sues Hughes

HOLLYWOOD—Noah Dietrich, Former former Hughes Tool Company executive and long-time business associate of Howard Hughes, last fortnight filed an amended complaint in Superior Court seeking \$2,111,964 on grounds that agreements entered into by Hughes on Sept. 15, 1956, have not been kept. He also asks that the "corporate veil" be lifted from the Hughes Tool Company.

of opposing counsel next Monday. Embassy Attorney Raven in the past consistently and flatly has stated his client doesn't care whether the litigation is settled by submitting it on the record or starting all over again with a judge and jury. Opinion seems to differ among the lawyers representing the defense and even Plaintiff Attorney Raven might change his mind come next Monday.

But win, lose or draw one factor remains certain. These two marathon suits are headed for a final showdown. Judge Goodman made that point emphatic when he set next Monday as the deadline for the beginning of the end of two suits involving \$10,000,000, which have been dragged out for almost a decade.

## Cinerama Seeks Okay On Loan Agreements

NEW YORK — According to a proxy statement issued last fortnight in connection with a special meeting of Cinerama, Inc., stockholders, scheduled for Aug. 6 in lieu of the annual meeting, approval will be sought for creation of liens in favor of the Prudential Insurance Company on substantially all assets now owned or hereafter acquired by Cinerama.

Cinerama's management at that time also will seek approval of a proposal to transfer all of Cinerama's rights in Cinerama camera, projection and other equipment, and patents and equipment related to a new single lens photographic system to two new wholly-owned subsidiaries.

Liens in favor of Prudential on the Cinerama assets would be created, and the authorized capital of Cinerama would be increased from 3,500,000 shares of one cent per common stock, to 6,000,000 common shares.

The moves are in connection with the April 1 loan agreement under which Prudential would provide up to \$9,000,000 in funds, while Robin International, Inc., will invest up to \$3,000,000 in the production of four Cinerama pictures.

The Prudential loan would be evidenced by three series of secured six per cent promissory notes.

All of the stock of the proposed subsidiaries of Cinerama would be pledged to Prudential as security, along with the liens, and Cinerama's rights in the four proposed features. Cinerama further would assign to Prudential all patents owned by its Vitarama Corporation subsidiary and would pledge all the Vitarama stock with Prudential.

Prudential has indicated it will consider providing up to \$3,000,000 additional financing for the acquisition and equipping of Cinerama theatres.

Approval of two-thirds of the Cinerama stock is necessary to approve transfer to subsidiaries of assets, and the creation of liens on assets. Objecting stockholders are entitled to receive the appraised value of their shares.

Stockholders will further be asked to okay the granting of options to Wentworth D. Fling, executive vice-president, 35,000 shares; L. Byron Cherry, executive vice-president, 50,000 shares; and L. Grant Leenhouts, vice-president, 15,000 shares.

Officers and directors last year received \$102,505 in remuneration.

Nominees for the Cinerama board are Hazard E. Reeves, president; Fling, Cherry, J. H. Hartley, Nicholas Reisini, Bernard Goodwin, and Marshall A. Jacobs.

## ACE-MPAA Meeting Soon

NEW YORK—Following a meeting of the ACE executive committee last week, it was learned that the next meeting of ACE-MPAA would be held within the next four to six weeks, with the exact date to be determined by the availability of members of the ACE committee and those of the Exhibitor Relations Committee of the MPAA.

MPAA President Eric Johnston also met with Si Fabian, ACE executive committee chairman, and Sol A. Schwartz, chairman of the ACE distributor relations committee.



## Reade Named To Head M.P. Investors Group

KANSAS CITY—The annual meeting of the shareholders and the board members of the Motion Picture Investors, Inc., was held here last week. The company was organized April 30, 1958, for the primary purpose of investing in securities of motion picture production and distribution companies.

Present members of the board are Robert S. Ballantyne, Ballantyne Company, Omaha; Jack D. Braunagel, president of Hope Enterprises, Little Rock; W. Hardy Hendron, president, United Film Service, Inc., Kansas City; H. B. Jameyson, Meredith, Colo.; L. J. Kimbriel, manager, Missouri Theatre Supply, Kansas City; Beverly Miller, Miller Enterprises, Kansas City; Richard H. Orear, president, Commonwealth Theatres, Inc., Kansas City; Clifford E. Parker, vice-president, theatres division, Alexander Film Company, Colorado Springs; Walter Reade, Jr., president, of Walter Reade, Inc., Oakhurst, N.J.; Clark S. Rhoden, Rhoden Enterprises, Kansas City; Ben Shlyen, Kansas City; and Phillip Smith, president, Midwest Drive-In Theatres, Boston.

At the election, Walter Reade, Jr., was elected as president of the company, Beverly Miller and Robert Ballantyne as vice-presidents. Byron Spencer, Kansas City, was elected secretary, and Richard H. Orear as treasurer. H. B. Jameyson, former president of the organization, was elected chairman of the board.

Reade stated, "The annual meeting brought forward some exceptionally fine financial reports which gave proof that motion picture exhibitors are most enthusiastic about the Motion Picture Investors group. I am deeply honored with my election to the presidency, and I look forward to a real opportunity and challenge for tremendous progress in this company. It is the intention of the board of directors, and the officers, to further explore an opportunity for research and public relations within the motion picture industry."

## SW Seeks New Theatre

WASHINGTON—It was learned last week from the Justice Department that Stanley Warner Corporation is proposing to petition the Court having jurisdiction over the Paramount case for authorization to lease and operate a theatre to be built in Cheltenham Township, just outside of Philadelphia.

The site of the proposed new theatre would be near the intersection of Cheltenham Avenue and Ogontz Avenue in the commercial development known as Cheltenham Center, and would have a seating capacity of approximately 1300.

Under the judgment to which it is subject, Stanley Warner is required to make a showing to the Court that its acquisition of this theatre will not unduly restrain competition. When the matter comes up for a hearing, it will be heard in New York City.

## "Fisherman" Goes Hard-Ticket

NEW YORK—"The Big Fisherman," a Rowland V. Lee production in Panavision-70, Technicolor, and full stereophonic sound, adapted from Lloyd C. Douglas' celebrated novel, will be world premiered on the evening of Aug. 4 at the Rivoli to start an exclusive engagement in this area.

The Buena Vista release, produced at a cost of \$4,000,000, will open the next day for presentation on a reserved seat, 10 performances a week basis.

# St. Louis Radio Station, Newspaper Plan City-Wide Salute To Industry

ST. LOUIS—Plans for a city-wide motion picture industry salute during the period of July 26 through Aug. 19 have been announced.

Plans for the salute were perfected at a gathering of exhibitors and representatives of Radio Station KWK and the St. Louis Globe-Democrat. In attendance at the planning conference were Jerry Berger, house publicist, Esquire; Michael Ruppe, Jr., promotion director, KWK; Howard Zulauf, Esquire; Bob Johnson, representing Arthur Enterprises and COMPO; Dick Fitzmaurice, Holiday Drive-In; Frank Hansen, Loew's Theatres; Charles Goldman, Senate; Demitrious James, representing the Missouri-Illinois Theatre Owners; John Meinardi, Fox Midwest Theatres district manager; and Howard Spiess, Smith Management and Midwest Drive-In Theatres.

The gathering discussed plans for an area-wide promotion for the motion picture industry, with KWK and the St. Louis Globe-Democrat, local morning and Sunday newspaper, and various retail record outlets participating in the tribute.

The promotion program as announced will consist of the following:

## Silvertone Heads Welfare Unit

CHICAGO—Appointment of Murray Silverstone as chairman of the film committee for the Eighth World Congress of the International Society for the Welfare of Cripples has been announced by Dr. Howard A. Rusk. Silverstone is president of the 20th-Fox International Corporation.

KWK radio will relinquish three Sunday broadcasts of their Hi-Fi Showcase to allow the motion picture exhibitors to tell of their economic, cultural, and musical contributions to the community, as well as their many philanthropic and charitable contributions. The broadcasts will also contain taped interviews with executives of the motion picture industry as well as boxoffice names. Also, 30 years of Academy Awards music will be aired. KWK will also promote the shows through gratis spot announcements during the two weeks prior to the first formal broadcast on behalf of the film industry.

The St. Louis Globe-Democrat will publish four one-quarter page advertisements to publicize the film industry broadcasts prior to their airing.

The exhibitors of the St. Louis film trade area will plug the radio broadcasts by special screen advertising.

Lobby posters and 40x60s will be furnished to the theatres by KWK.

All retail record outlets in the area will also publicize the promotion campaign by the use of special counter displays and other media in their stores.

The Eighth World Congress, which is to be the first international meeting on rehabilitation to be held in the United States, will take place Aug. 29-Sept. 3, 1960, in New York City. It is expected that more than 5,000 physicians and other professional rehabilitation workers and volunteer citizens will attend.

## A MESSAGE TO SHOWMEN about . . .

20  
Century-Fox  
presents

# "blue denim"

Within the next week or ten days we will proudly make available prints of BLUE DENIM for screenings. This is a picture that **must** be seen before any bookings are made or exploitation and publicity campaigns are planned, because it is a far cry from the usual run of pictures. It is strong entertainment with something important to say, ingredients which guarantee it real attention from today's public which demands those very things.

Here is a motion picture that should be seen by every man, woman, and teenager in the U.S.

The men who made it, Mr. Charles Brackett, distinguished producer and past

President of the Motion Picture Academy of Arts and Sciences, and Mr. Philip Dunne, noted director and screenwriter, believe that the screen can be candid and provocative about a subject which affects millions of young Americans and their families in our present society.

I think you will share my pride in being associated with the release of BLUE DENIM.



ALEX HARRISON  
General Sales Manager



## ROAMIN' FORUMS to Publicize . . .

20  
Century-Fox  
presents

# "blue denim"

All over the map of the U.S., Twentieth is conducting a series of screenings and forums, in advance of openings, to guarantee circulation of BLUE DENIM at the "talk-it-up" level.

Experimented with successfully in New York, the stunt is now in the course of being duplicated in every other exchange area.

This is the way it works!

Call in a leading local figure, who writes or talks on social problems in modern society, to serve as host and moderator at a discussion following a screening of the picture.

Among those invited are educators, legal lights, attorneys specializing in divorce cases, medical men including analysts and psycho-therapists, and ministers, priests and rabbis. The discussion centers on the boldness of making a film on the subject of BLUE DENIM—the unusual topic of abortion—and the role of the screen in spreading enlightenment, which is another way of preventing this medical evil. Should motion pictures speak so frankly and bluntly to delinquent parents? Or will this scare off prospective customers who don't want to be admonished?

It's a bold move that Twentieth made in producing BLUE DENIM—boldness is the way to sell it.

We can think of no bolder or smarter way than the Blue Ribbon BLUE DENIM forums.



• • • Screenings of BLUE DENIM throughout the country, followed by discussion of the questions raised by the film is an effective means of creating maximum interest in the picture among the nation's opinion makers.

## Film Company Presidents Lend Hand In Battle For Penna. Sunday Films



Spyros P. Skouras, 20th-Fox president, and Mrs. Skouras embark for an extended tour of Russia and eastern Europe. Skouras will confer with industry leaders in each country in an effort to secure greater east-west co-operation.

### U-I Ends Transition; Sees Bright Future

CHICAGO—Milton R. Rackmil, president, Universal Pictures Company, told a sales executive conference at the U offices here last week that "the transition period is behind us. We have seen the positive results of our re-tooling and we look forward to the future with continued optimism and realistic confidence."

The company plans to continue to further implement the policy of making high quality, top budget films with the industry's outstanding box office personalities, Rackmil said.

He predicted that the soon to be released "Pillow Talk" and "Operation Petticoat" would match the box office success of "Imitation Of Life" and "This Earth Is Mine." For "Spartacus," he predicted a worldwide boxoffice performance that should match the industry's greats of all time.

Henry H. Martin, general sales manager, presided at the three-day meetings which were attended by F. J. A. McCarthy, assistant general sales manager; James J. Jordan, circuit sales manager; Charles Simonelli, eastern advertising and publicity department manager; and Jeff Livingston, eastern advertising manager.

Regional sales managers participating were Joseph B. Rosen, Barney Rose, P. F. Rosian, and R. N. Wilkinson.

Cary Grant and producer Ross Hunter also attended the meetings, Grant telling the sales executives about "Operation Petticoat," made for U-I by his Granart Productions; and Hunter bringing with him a rough cut of "Pillow Talk," which he and Martin Melcher produced.

### Equipment Exports Steady

WASHINGTON—Nathan D. Golden, director of the Scientific, Motion Picture and Photographic Products Division of the Commerce Department Business and Defense Services Administration, reported last fortnight that the total U.S. exports of motion picture film and equipment have remained steady at \$31,000,000-plus during the past three years.

HARRISBURG, PA.—Their campaign for passage of State Senate Bill 921 to ease "Blue Law" motion picture theatre operating restrictions was carried directly to Pennsylvania legislators last week by members of the Pennsylvania Motion Picture Association.

Following a strategy meeting at the Penn-Harris Hotel here, theatremen spent the day visiting State Senators and Assemblymen, seeking their pledges of support for Senate Bill 921, which is now in the Senate Law and Order Committee. The Bill would permit Sunday movies in any community where 20 per cent of the registered voters petitioned for them. Under existing law, Sunday movies can be shown on a local option basis only after a referendum.

John G. Broumas, operator, State Line Drive-In, State Line, Pa., and president of the Pennsylvania exhibitors association, termed the turnout for the session excellent, and said the theatremen were optimistic that they could obtain favorable action on the Bill at the current legislative session.

He said the members were particularly heartened by the support from Theatre Owners of America and from the film company presidents. He disclosed that at the suggestion of TOA president George Kerasotes, Robert Benjamin and Arthur Krim of United Artists, Jack Warner of Warner Bros., Spyros P. Skouras of Fox, Steve Brodie of Allied Artists, and Milton Rackmil of Universal had personally contacted Senator Harvey M. Taylor, Senate President Pro-Tem, and Senator Douglas Elliott, chairman of the Law and Order Committee, regarded as key men in getting the bill moved to the Senate floor for a vote. He said he was certain the other film company presidents would take similar action.

"To our knowledge," Broumas said, "this is the first time the presidents of production and distribution companies have intervened directly in a state matter, and it is of tremendous encouragement to the exhibitors of Pennsylvania to know that they have a united industry behind them in this effort to modernize an antiquated, undemocratic law."

Broumas said that exhibitors present set themselves up as a committee to contact all other exhibitors in the state to enlist their support. A major portion of their efforts, he reported, will be devoted to interesting business groups, civic organizations and parent-teacher associations in supporting the Bill.

### Hotel Chain Buys Loew's Stock

ATLANTIC CITY, N.J.—Tisch Hotels, operating the Traymore and Ambassador Hotels here, the Americana, Bal Harbour, Miami Beach, and the Belmont Plaza, New York, among others, was acquiring substantial holdings in Loew's Theatres, it was learned last fortnight. The move was seen as part of a diversification program by the Tisch organization.

Laurence A. Tisch, the corporation's president, described the move as "friendly" and said he has owned some Loew's stock for some time, but more recently has purchased freely in the open market.

The total number of shares now held was not divulged, but it was said to be less than the 15 per cent which has figured in reports.



# Counsel For N.Y. Censor Committee Sees Need For Tight Film Control

ALBANY—"I applaud the proposal of United States Senator James O. Eastland for an amendment to the U.S. Constitution" (declaring "the right of each state to decide on the basis of its own public policy questions of decency and morality, and to enact legislation with respect thereto, shall not be abridged"). So James A. FitzPatrick, counsel to the Joint Legislative Committee on Offensive and Obscene Material, stated in a comment on the U.S. Supreme Court decision in the case of "Lady Chatterley's Lover."

FitzPatrick, former chairman of the Joint Committee and considered its guiding genius, had been on vacation, which delayed news of his official reaction. Chairman Joseph R. Younglove, Republican Assemblyman from Johnstown, previously issued a formal statement expressing "amazement" at the decision and inability to "comprehend the reasoning of the learned judges that would permit the showing of motion pictures presenting 'acts of sexual immorality, perversion, or lewdness' as being desirable, acceptable or proper patterns of behavior."

FitzPatrick, who emphasized his "confidence that efforts will be made to strengthen the Motion Picture Division, State Education Department," said he had read "with great interest" Senator Eastland's proposed constitutional amendment (Senators Kefauver (Tenn.), Talmadge (Ga.) and Thurmond and Johnston (S.C.) are co-sponsors).

Senator Eastland asserted the Supreme Court had held that "adultery, immorality, and perversion can be taught as ideas and that a sovereign state does not have power under the Constitution to protect the youth of the state from such doctrines."

FitzPatrick, whose comments on the high tribunal's decision in "Lady Chatterley's Lover" was also critical, but more cautious, felt that "the American public will always find ways and means of acting to suppress immorality."

"I find the decision of the U.S. Supreme Court hard to believe or understand," he

## Wash. Keith's Offered To D.C. As Legit House

WASHINGTON — Morris Cafritz, real estate tycoon, last week offered to donate the local Keith's to the District of Columbia for conversion into a legitimate playhouse. Cafritz purchased the building two years ago and leased the theatre back to RKO. This rental agreement expires in December although there is a two-year renewal clause.

The theatre was built for stage shows and for years was the capital's flagship of big-time vaudeville. When converted to movies, the original stage was left intact.

The interest which Cafritz is willing to donate is valued at \$1,000,000 in a parcel of realty worth about \$3,000,000. It is considered an excellent revenue producer with fully-rented office space and street level stores. The entrance is opposite the U.S. Treasury on 15th Street.

said. "Certainly, if one is free to advocate adultery, the question arises as to where the line will be drawn. Are we free to advocate murder or arson? Adultery, like both of the latter, is a crime."

"As counsel for Joint Legislative Committee, I intend to study the decision carefully and to confer with officials of the State Education Department. I am sure that chairman Younglove will give careful consideration to an analysis of the decision."

"An assumption of responsibility by the industry," he observed pointedly, "would make further action and agitation unnecessary."

"I have seen little recent evidence of a desire to seriously exercise this responsibility in connection with the elimination of the obviously offensive."

FitzPatrick had contended that it was the failure of the industry to put on check reins which led the Joint Committee to introduce

## Senators Debate Court Ruling On "Chatterley"

NEW YORK—Senators Jacob Javits, New York, and Sam Ervin, North Carolina, and Leon Keyserling, former chairman of the President's Council of Economic Advisors, joined last week in a debate on the U.S. Supreme Court's ruling on "Lady Chatterley's Lover" on "American Forum of The Air," Westinghouse Broadcasting Company TV show.

Senator Javits voiced approval of the overruling of his state's censorship of the film, saying, "The Court is not encouraging adultery; all it is saying is that the public has the right to buy or not to buy as it chooses, and that is what a free America is all about."

Senator Ervin charged that the "Chatterley" decision is a violation of state government rights.

Keyserling suggested that "the First Amendment protects a lot of things and apparently one of them is the attractions of adultery."

The Court's powers were defended by Senator Javits as "uniquely the protector of the individual against the power of the state."

bills tightening Motion Picture Division's control of motion picture content and advertising (even to the licensing of film theatres). None of the measures passed, but others are sure to be introduced after the lawmakers reconvene next January.

## Legion of Decency Condemns "Chatterley," Chides Court

NEW YORK—"Lady Chatterley's Lover" was placed in the "Condemned" classification by the National Legion of Decency last week, and in a reference that some accepted as a pointed rejoinder to the recent U.S. Supreme Court decision in favor of the picture's exhibition, noted that "Our American society . . . is devoid of reasonable safeguards for the young and impressionable."

The Legion explained its "C" rating by saying, "This film, both in its development and solution of the plot, condones adultery. As such it constitutes an unconscionable attack upon a fundamental tenet of Judaeo-Christian morality."

TEN DAYS THAT SHAKE THE PAPERS

20th Century-Fox presents

# "blue denim"

Ten days before BLUE DENIM opens in any situation, Twentieth has the right ad to launch the campaign in the papers.

You see it here.

This is followed day by day with "cumulative power" teasers, also reproduced here. And finally with "Sunday-in-advance", with "day-before-opening", and with "opening-day" announcement ads.

Money in the papers, spent this way on outstanding ads, means money in the bank for BLUE DENIM.

10 DAYS FROM NOW YOU'LL MEET THE KIDS IN "blue denim"

## TODAY

9 days from now you'll meet the kids in "blue denim"

8 days from now you'll meet the kids in "blue denim"

7 days from now you'll meet the kids in "blue denim"

6 days from now you'll meet the kids in "blue denim"

5 days from now you'll meet the kids in "blue denim"

The lost innocence... the rude awakening to what they had done... and might now do!



the motion picture "blue denim" talks heart to heart with young America!



HOW TO BUILD A STAR *is a carefully planned and executed part of...*

20  
Century-Fox  
presents

# "blue denim"

Carol Lynley is what Twentieth has been talking about all these years—a new star. This studio, with its Talent School and its determination to think of our industry's future by guaranteeing a star supply for the years to come, has time and again launched new personalities who eventually became box-office favorites and award winners—like Marilyn Monroe, Joanne Woodward, Robert Wagner, etc. In the newest crop of bright ones—which includes Suzy Parker, Lee Remick, Millie Perkins, May Britt, Gary Crosby, Christine Carere, Diane Varsi, Hope Lange, Don

Murray, Bradford Dillman, Stuart Whitman, Stephen Boyd, Diane Baker—nobody glows more than Carol Lynley

Mindful of this rare treasure, an attractive young girl with specific appeal and unique personality, the studio has produced a Special Trailer—narrated by Robert Wagner—which goes out ahead of her starring appearances in both BLUE DENIM and HOLIDAY FOR LOVERS.

This trailer is meeting with tremendous enthusiasm from exhibitors and audiences. It proves that the old cry for new faces wins a responsive reply.

Every showman should try to play the Carol Lynley Trailer whether he plans to show BLUE DENIM and HOLIDAY FOR LOVERS or not. This girl will mean a lot to every theatre man in the years to come, and his patrons today will compliment him on having the foresight to bring an attractive fresh face to

their attention at the time they are asking for this very thing.



• 20th-Fox is creating a new film star and here she is. Carol Lynley, center, is flanked by Mr. and Mrs. Charles Einfeld (he's Twentieth vice-president in charge of advertising).

## Mass. Drive-In Files Trust Suit Against Competing Twin, Distribs

BOSTON—The Meadow Glen Company, operators, Meadow Glen Drive-In, Medford, Mass., has filed an anti-trust suit in U.S. District Court here against the Medford Twin Drive-In, three exhibitors and six distributors, claiming \$750,000 in treble damages.

The Twin Drive-In has two theatre screens, the Wellington and the Circle, under the management of Development and Management, Inc. Directors and officers of the companies are virtually the same.

The defendant exhibitors are Loew's Boston Theatres, Inc., RKO Theatres, Inc., New England Theatres, Inc., while the defendant distributors are Loew's, Inc., 20th-Fox, Warner Brothers, Universal, United Artists, and Allied Artists.

The plaintiff maintains that because the Twin Drive-In has two screens with patrons permitted to enter one or the other theatre and greater buying power, the distributors are using this power for bidding. Thus, the plaintiff contends, the Twin theatre obtains top features in the bidding situation, ahead of the Meadow Glen. The Meadow Glen is unable to secure an adequate supply of film and has been compelled to pay excessive and unreasonable prices in order to get good pictures.

It charges the Twin of entering into unlawful combination and conspiracy with the distributors to minimize, suppress and destroy competition. The complaint also charges that the distributors instituted competitive bidding, allowing the Twin to bid as a single unit against the Meadow Glen. For these reasons, the Meadow Glen has suffered grievous injury, loss of patronage, and irreparable damage, it is claimed.

The Medford Twin Drive-in was built in 1956 as New England's first and only twin open airer with a car capacity of 900 cars on each side. The general manager is Harry Browning, while the theatre is operated and booked by Lloyd Clark and Winthrop Knox, Jr., both of Malden.

With a car capacity of 1400 cars, the Meadow Glen Drive-In was taken over in 1954 by the Rifkin Theatres of Boston, with



Mayor George Christopher recently presented a congratulatory scroll to the Stage Door, San Francisco, on the occasion of the first year of the run of MGM's "Gigi" at the theatre. Seen, left to right, are Herbert Rosener, and Irving Ackerman, owners of the theatre; Mayor Christopher; and Sam Gardner, MGM branch manager.

## Montgomery Tops AMPA Slate

NEW YORK—Vincent Trotta, chairman, nominating committee, Associated Motion Picture Advertisers, last fortnight announced the slate of officers for 1959-60.

Trotta and his committee nominated Bob Montgomery for president; Albert Floersheimer, Jr., for vice-president; Hans Barnstyn for treasurer; Marcia Sturn for secretary; and for the board of directors, Barnstyn, Floersheimer, Ray Gallo, Paul Greenhalgh, Samuel Horwitz, Blanche Livingston, Montgomery, Sturn, and Trotta.

Serving on the board of trustees will be David A. Bader, Charles Alicote, and Gordon White.

Paul Kessler as general manager. The two drive-ins are situated less than two miles apart.

The suit was filed through the offices of George S. Ryan and W. Bradley Ryan, Boston attorneys.

## NT Plans To Reopen NTA Exchange Offer

NEW YORK—National Theatres, Inc., of Los Angeles announced last week that it planned to reopen an exchange offer to shareholders and warrant holders of National Telefilm Associates, Inc., under which NTA had become a subsidiary of National Theatres.

Announcement of the plan was made by B. Gerald Cantor and John B. Bertero, chairman of the board and president, respectively, of National Theatres.

Under the terms of the offer, which expired last April 6, accepting NTA stockholders received for each share of NTA common stock \$11 principal amount 5½ per cent Sinking Fund Subordinated Debentures due March 1, 1974, and a stock purchase warrant entitling them to purchase one-quarter share of National Theatres common stock. The exchange of NTA was on an equivalent basis.

The offer was accepted by former holders of 88.65 per cent of NTA common stock and 78.57 per cent of NTA warrants.

National Telefilm Associates stockholders were informed by letter that the board of National Theatres had authorized the development of a plan to make a further exchange offer to the remaining owners of NTA stock and warrants.

The plan would authorize holders of NTA stock and warrants to exchange for the same securities which National Theatres delivered to those who accepted its prior exchange offer. The further exchange offer will be made by means of a prospectus which will be furnished to NTA security holders.

## Montana Convention Set

LIVINGSTON, MONT.—The Montana Theatre Association will hold its semi-annual conference and convention at the Placer Hotel in Helena, Mont., on Tuesday and Wednesday, Sept. 29 and 30, president Finus L. Lewis announced last week.

Included on the agenda will be detailed planning for the first joint meeting of the Mountain States Theatres Association and the Montana unit in March of 1960 at Salt Lake City. Theatre men of Utah, Idaho, and Montana will take part in that session, Lewis said.





# The NEW YORK Scene

By Mel Konecuff

QUESTION: How's the quality of the prints you've been getting? Scratched? Dirty?

If so, you'll be interested in a new process that's in the works by Piclear, Inc., of Mamorneck, N.Y. One hundred and twenty television stations across the country are using the process on their 16mm projectors, and what's good enough for them should certainly be good enough for theatres where patrons are more appreciative and more critical.

Dick Barbett, director of marketing, stated that theatres would benefit greatly from the simple attachment to existing projectors. It consists of an application containing fluid holders and felt pads between which the print passes.

The film is thoroughly cleaned by the non-toxic, non-flammable fluid which also coats it prior to entering the projector. The moisture content is controlled and it fills scratches, cinch marks, etc. Line shadows are not visible on the screen either. It is claimed that sound is improved because sound track scratches are temporarily resurfaced with the fluid.

When the film passes the aperture, the coating evaporates, and it rolls onto the take-up reel with no physical acetate change and its normal miserable condition restored for canning. The pads, incidentally, prevent dirt from entering the projector along the film track. The fluid, it is claimed, reduces friction between film and metal projector parts, lessening drag during projection.

Interesting?

**EXPLOITATION NOTE:** While we were out for a bit of nourishment the other noon-time, our girl Wednesday reported two beauties attired as nurses left a box from that dynamic vice-president at Loew's in charge of advertising and publicity, Ernie Emerling. It was labeled, "Be Somebody With The Little Whizzo 'Hole in the Head' Brain Surgery Kit."

Contained therein were a brochure with the notation, "Frankie's got a hole in the head—now everybody will want one—especially after enjoying all the fun in United Artists 'A Hole In The Head,'" one Gigli saw, one sterile cap, one surgeon's mask, one surgical needle, three assorted sutures, and one practice head. It urges, "Get out of that rut. Try brain surgery at home for fun and profit."

It's another Emerling fun exploitation gimmick that went out to newspapers and others calling attention to the film's opening at Loew's State.

Incidentally, there are a few heads around we'd like to work on after we dissect the practice coconut.

**OPENING NOTE:** While some in the business sing the blues, others go along on their merry way opening new theatres, pleasing the public, and making money. An outfit that falls into the latter category is Associated Independent Theatres, who in a reversal of trend is opening another new theatre on Long Island on July 29 at Deer Park.

Following the established pattern, this one, too, is part of a huge shopping center, simple in construction, and containing 542 seats. The night before opening, there will be a special preview for the benefit of the local fire department, with all the attendant hoopla, parades, excitement, etc. Ralph Donnelly, district manager, will take this new entry under his capable wing as well. If at all possible, we'll try to be there.

**THE METROPOLITAN SCENE:** Steve Banovich, a veteran of eighteen years with the Roxy and most recently serving as special assistant to the vice president in charge of house operations, was last week named to the position of house manager by Robert Rothafel. . . . Leon Leonidoff, senior producer of the Radio City Music Hall, flew to Israel last week in search of talent for an all-Israeli stage spectacle planned for the Hall in the fall. . . . Recent issue of Life International carried an interesting piece on Spyros Skouras as part of its great immigrants series. . . . This town is being saturated with all kinds of circus hoopla in connection with the Roxy booking of Allied Artists' "The Big Circus" which should prove a popular thriller. . . . National Foundation for Infantile Paralysis is plugging "The Five Pennies," which shows band leader Red Nichols helping his polio-stricken daughter. The only thing Paramount may not like about the boost is that Universal is getting credit for the production and release. . . . J. E. Lopert, president, Lopert Films, and Mrs. Lopert leave on July 16 aboard the S.S. United States for Europe.

## Ind. House In Second Suit

SOUTH BEND, IND. — Another suit in connection with the operation of the Palace, this one asking \$138,057 damages, was filed last fortnight in St. Joseph Superior Court by the South Bend Palace Theatre, Inc.

Named as defendant is the Indiana Amusement Enterprises, Inc., a Delaware corporation.

It is alleged that IAE has failed to abide by the terms of several leases negotiated in June, 1938, and other years. The plaintiff claims that the defendant permitted the Palace to become obsolete, to deteriorate, and fall into a state of disrepair.

In an earlier suit filed in South Bend U. S. District Court, the plaintiff seeks over \$2,000,000 for antitrust damages.

## SAG Strong For Pay-TV

HOLLYWOOD—The first issue of "Screen Actor," new magazine brought out last fortnight by the Screen Actors Guild clarifies misconceptions concerning the policy and position of SAG and its members with respect to the release of post-1948 theatrical films to television.

SAG views on pay-TV and taxation are also outlined in the 24-page periodical.

In an introductory message, SAG president Howard Keel states, "Legislative matters of vital interest to us will demand appearance of officers and executives in Sacramento and Washington. Pay TV is slowly but surely moving toward reality, and we must constantly be ready to battle legislation which would stifle it."

YOUTH SPEAKS LOUD  
AND CLEAR for . .

20  
Century-Fox  
presents

# "blue denim"

Ever give the editor of a high-school paper in your town a chance to advise Hollywood? The bright boys at Twentieth did just that, and they were swamped with answers—intelligent ones, too

Acting quickly, before school broke during mid-June, Twentieth branch managers submitted advance roughs of BLUE DENIM ads to young people across the country. The emphasis was on youth councils and youth groups to be found in the schools, and among these groups turned up more kids who work on high school papers than in any other single phase of extra-curricular school life. These were the people—and incidentally they are the audience today—who could tell Twentieth best what was right and what was wrong about the ads from the viewpoints of both kids and parents (after all, nobody knows parents better than their children).

At the same time, and it may have been part of the clever design of the Twentieth ad specialists, this technique didn't hurt any in efforts to skillfully indoctrinate opinion-making youngsters about the existence of a motion picture called BLUE DENIM and what it is all about.

By testing the ads on youth, Twentieth found that they immediately won the approval of youth. And now you, the theatre man will benefit by having a youth-tested, youth approved ad campaign to run in your city which at the very same time has done some spade work for you in informing the young people that this motion picture is coming to town and ought to be seen by every teenager.

"blue denim" is  
THE  
STORY  
OF  
NICE  
KIDS  
IN  
LOVE!



LYNLEY WILDE CAREY HUNT

BLUE DENIM ads have been tested and found both powerful and effective by representatives of high school newspapers and other youth groups and this "youth-tested" material guarantees maximum penetration.





# LONDON Observations

by Jock MacGregor

BRITAIN'S LARGEST STUDIOS at Shepperton have the Hollywood look these days. When I dropped in for lunch recently, shooting was progressing on three features and a TV series. Among the stars on call were Alec Guinness, Elizabeth Taylor, Burl Ives, Maurcen O'Hara, Katharine Hepburn, Montgomery Clift, Noel Coward, Mercedes McCambridge, Ralph Richardson, Jo Morrow, Michael Rennie, and Venetia Stevenson—an impressive roster for any lot.

The two biggest productions are for Columbia release. Ironically, it was on the smallest stage that I found Sir Carol Reed directing Alec, Burl, and Maureen in a scene for the Grahame Greene thriller, "Our Man in Havana," and appropriately enough the setting was Cuba. Production is nearly completed on this black and white CinemaScope after a location trip to the Caribbean and some weeks in the studio. With Halsey Raines, formerly of MGM's office and currently American publicist on the picture, I could well have been on "the coast."

The illusion was even greater on the fabulous set for Sam Spiegel's "Suddenly, Last Summer," which Joseph L. Mankiewicz is directing. Though closed to the press as a whole, I was a welcomed visitor. This must be the most American picture ever to be made here. Even the locale is the deep south of Tennessee Williams, and Oliver Messel's southern mansion with its sunken water gardens and near tropical plants seems wholly in keeping.

Here Hepburn and Clift were enacting a dramatic scene. With the powerful lights helping to create a humid, sultry atmosphere, I felt I was in Louisiana. Elizabeth Taylor, who also stars, I find qualifies as a British actress as far as the quota act is concerned. Representing Bill Blowitz on the floor is Harold Salemsen, who like Halsey Raines is thoroughly enjoying working here. Leaving this "little America" I found myself all but driving on the wrong side of the road!

IN ITS SECOND annual report, the breakaway Federation of British Film Makers reveals that it has pulled no punches in its fight to put over its policies. This is particularly evident in correspondence with the Board of Trade. It does not favor steps to make Anglo-American production more difficult with added restrictions for driving away from British studios important productions. It also regards as impractical and unprofitable suggestions that all prints should include a title stating, "This is a British film." Logically, it reasons that political feeling or audience prejudices may result in such billing being a handicap. "We cannot force British films on markets which do not desire them," the report states.



This display for Allied Artists' "The Big Circus" was recently set up in the lobby of the Midtown, Philadelphia. Seen along with the clowns and balloons is manager Norman Gordon.

## Circus' Winter Home Scene Of AA Premiere

SARASOTA, FLA.—The southern premiere of Allied Artists' "The Big Circus" recently at the downtown Florida, managed by Carlton Bowden, brought a swirl of excitement to this Florida tourist resort which is appropriately known as the "circus capital of the world." In addition to being winter quarters for Ringling Bros. and Barnum and Bailey's Circus, Sarasota is the home of many famous circus performers, the Circus Hall of Fame, and the Ringling Museum of Art.

The theatre was transformed into a circus wonderland, in addition to "The Big Circus" on the screen. There were performing chimpanzees, clowns, trick dogs, and even the never-to-be-forgotten smell and feel of sawdust on the lobby floor. The hurdy-gurdy atmosphere of the circus was also helped out by the music of a real circus calliope. A mobile unit of local Radio Station WKXY was on hand to describe the entertainment acts on stage to radio listeners.

Also heralding the premiere at the Florida was a pre-opening souvenir edition of the Sarasota News, local daily, which had a complete front page devoted to ballyhoo for "The Big Circus." The theatre's program for the opening included a full hour and a half's stage entertainment before the first screening of the film at 8:30 P.M.

## NTA Plans Expansion

NEW YORK—It was learned last week from Harold Goldman, president, National Telefilm Associates, that the company was laying plans to invest in feature film production and distribute movies on a national basis. In addition, he said, NTA International will continue its recently inaugurated program of acquiring foreign films for both theatres and television.

NTA also serves as a producer of TV films, operator of several television stations, and supplier of a vast library of feature films bought from Hollywood producers for showing on TV.

Earlier this year, NTA was acquired by National Theatres, which operates almost 300 theatres.

Meanwhile, J. Remi Crasto, prominent in the Far and Near East motion picture field for many years, has been named to represent both NTA International and American International Pictures, Inc., in those areas. For AIP, Crasto will serve as special representative, Far and Near East; for NTA International, he will serve as general manager.

MOTHER AND MOVIE STAR *takes the kids in hand for...*

20  
Century-Fox  
presents

## "blue denim"

audience in a darkened theatre to identify with the characters on-screen. It stands to reason that as the bulk of the audience shifts to the younger segment of our population, they seek identification with performers more nearly in their own age groups.

John Crawford is a star of real magnitude, and there is not much about the film industry with which she is not familiar. As a mother, she also realizes the problems of youth and is well qualified to speak to them. Twentieth has shown real showmanship sense in obtaining the services of one of the real Queens of the screen to introduce a young star just beginning her climb to stardom. The young Miss Lynley is the kind of motion picture personality that young moviegoers are looking for.

She could receive no better introduction than the one Joan Crawford has provided.

Our salute to Joan Crawford for her salute to BLUE DENIM!

A few names in the movie business carry such identification and such importance that an endorsement by one of them immediately becomes a valuable merchandising aid. You could all name your favorites among this group. We are sure that everybody's list of 10 best would include, somewhere right at the top, the name of Joan Crawford.

Joan Crawford, as a parent and a movie star, is "mothering" BLUE DENIM. She, like we, loves this picture and thinks it has something important to say.

Therefore, she appears in the theatre trailer to introduce the subject and launch the young stars, Carol Lynley, Brandon de Wilde and Warren Berlinger.

She also is featured on the TV trailers which Twentieth has available to showmen.

And her narration has been picked up for the smart set of radio spots that Twentieth also makes available gratis for promotion of BLUE DENIM.

One of the more potent attractions of screen entertainment has always been the ability of the



• Seen is star Joan Crawford preparing to film the BLUE DENIM trailer with Academy Award winning director of photography Bill Mellor. Miss Crawford will talk up BLUE DENIM in theatres and on TV.



## Col., Bantam Launch "Image" Book Tieup

NEW YORK—In a plan announced jointly last week by Paul N. Lazarus, Jr., vice-president, Columbia Pictures, and Oscar Dystel, president, Bantam Books, the most extensive and expensive promotion tieup ever promulgated between a motion picture company and a book publisher will launch the paperback edition of Bernard V. Dryer's "The Image Makers" at least six months before the start of production on the film adaptation.

According to Dystel, the co-promotion will cost more than three times the amount spent on similar projects.

Lazarus said that Columbia and Bantam were pooling their resources to launch the paperback, thus enhancing the value of the film property.

Opening gun in the promotion campaign is the "world premiere" of the paperback this week in Cleveland, hometown of the book's author. Highlights will be a testimonial luncheon honoring Dryer, which will be attended by press representatives of the film, book, drama, and feature departments, and a dinner for paperback distributors.

Local exploitation will include full-scale advertising in the newspapers and book trade press, truck banners, point-of-sale rack cards and display pieces, street ballyhoo, and full-scale publicity penetration.

Similar saturation programs will be launched in other cities.

Initial shipment on the paperback will be 500,000 copies with appropriate credits for the forthcoming motion picture production, which is scheduled to start shooting in January, 1960. The book will be reissued when the film is released, and a new promotion campaign will be instituted at that time with a "read the book, see the movie" approach.

## DeLuxe, Queens, Leased

NEW YORK—Berk and Krumgold, theatre realty specialists, last week announced that they had consummated a long term lease for the 800 seat DeLuxe, Woodside, Queens, N.Y., for the Roosevelt Amusement Company, Inc.

The lessee company is the Joe Amusement Corporation, headed by Seymour Selig, president, who operates a number of theatres in the metropolitan area. A complete rehabilitation of the DeLuxe is planned.

## Sunday In S.C. Still "Blue"

SPARTANBURG, S.C.—In a referendum held last week, local voters advised the Spartanburg County Legislative Delegation that they wished the next session of the General Assembly to uphold the state's controversial Sunday blue laws.



Dave Silverstein, managing director, Oriental, Chicago, chats with lovely May Britt, soon to be seen in 20th-Fox's "Blue Angel."

MEET ARNOLD MICHAELIS, who builds conversation for . . .

20th  
Century-Fox  
presents

## "blue denim"

This young man is cutting a figure for himself by cutting some of the most interesting recordings in recent years. We are thinking of the long-play album he did on Richard Rodgers and Oscar Hammerstein II, and Eleanor Roosevelt, in particular.

Now this noted commentator and conversationalist, who is doing more than his part to bring back this lost art to a TV-riddled public, has been utilized by Twentieth to cut a promotion record for BLUE DENIM which packages discussion groups for local radio stations.

One side of the record is a half-hour show with a group of nationally important legal, medical, religious, and educational personalities. The other side of the record contains five five-minute segments, one each with these personalities individually.

Apart from serving the public by putting something worthwhile on the air, this does a skillful job in behalf of BLUE DENIM. So much so, that the Twentieth office has been flooded with requests for transcripts which can be planted in local newspapers.

Michaelis calls has long-playing recorded discussions "Interviews in Depth," and that's just what they are. Every facet of the topic under consideration is covered by the persons best qualified by profession and experience to analyze them.

BLUE DENIM offers unique opportunities for such conversation. For one thing, the problems stated by the film are universal and of concern to both young people and their parents. They open up conversational byways for psychologists, educators, religious leaders, and other opinion-makers.

The result is provocative, informed, and always interesting conversations among people who know the most about the subject under discussion. Michaelis has been hailed for his efforts in other fields. His thoughtful and penetrating questions and comments bring out the rare power of BLUE DENIM and provide another potent selling point.



• Arnold Michaelis, with his interviews in depth, has done much to restore the lost art of conversation to favor. He has prepared a long-playing record on BLUE DENIM, featuring discussion and interviews.

## Gold Medal Day Marked

NEW YORK—The Hon. James J. Lyons, Borough President of the Bronx, decreed yesterday (July 21) as Gold Medal Day upon the occasion of the third birthday of the Gold Medal Studios and the rebirth of picture-making in the Bronx. To celebrate the event, Lyons formally inducted Martin H. Poll, president of Gold Medal Studios, as Commissioner of Motion Picture Arts.

Formerly the old Biograph Studios, the buildings had remained idle for 20 years until they were acquired from the City of New York three years ago by Poll and his associates, and opened to motion picture production in July, 1956, with Elia Kazan's "A Face In The Crowd." Currently, the studios' modern facilities are being used for the filming of "The Fugitive Kind," starring Marlon Brando and Anna Magnani.

Among the many pictures which have been made at Gold Medal are "The Goddess," "That Kind of Woman," "Middle of the Night," and "Odds Against Tomorrow."

## Pa. Senators Define Obscenity

HARRISBURG, PA. — Five Republican State Senators attempted to define obscenity in films last fortnight in the wake of the State Supreme Court decision upsetting Pennsylvania's law covering motion pictures.

Under their bill, an exhibition is obscene "when, to the average person, applying contemporary community standards, the dominant theme thereof, taken in its entirety, appeals to prurient interests."

The measure was sponsored by Senators Ernest F. Walker, Cambria; J. Irving Whalley, Somerset; Arthur E. Kromer, Jefferson; Raymond P. Shafer, Crawford; and Frank Kopriver, Allegheny.

## Cal. Eyes Chaplin Profits

SAN FRANCISCO—It was revealed last fortnight in Sacramento, Cal., that profits from reissued Charles Chaplin films may be impounded by the state to help pay some \$60,000 in back taxes owed by the comedian.

The State Franchise Tax Board say Chaplin, who has lived in Switzerland for years, owes the money for 1953, but Chaplin contends he was not a California resident at that time.

The films, "Modern Times" and "The Gold Rush," are released through Lopert Films, United Artists subsidiary.

## S.C. "Blue Laws" Stagger As Court Acquits Exhibs

SPARTANBURG, S.C. — Continued enforcement of South Carolina's antiquated blue laws received a setback last fortnight when operators of the Carolina, Center, Fox, Paris, and the Skyland and Augusta Road Drive-Ins were acquitted by a Magistrate Court jury of charges of violating the Sunday blue laws by operating their establishments on June 28.

Magistrate Aiken instructed the jury to return a verdict of not guilty if there was any doubt that the Legislature intended to include movies or if movies were fairly included in Section 64-1 of the blue laws.

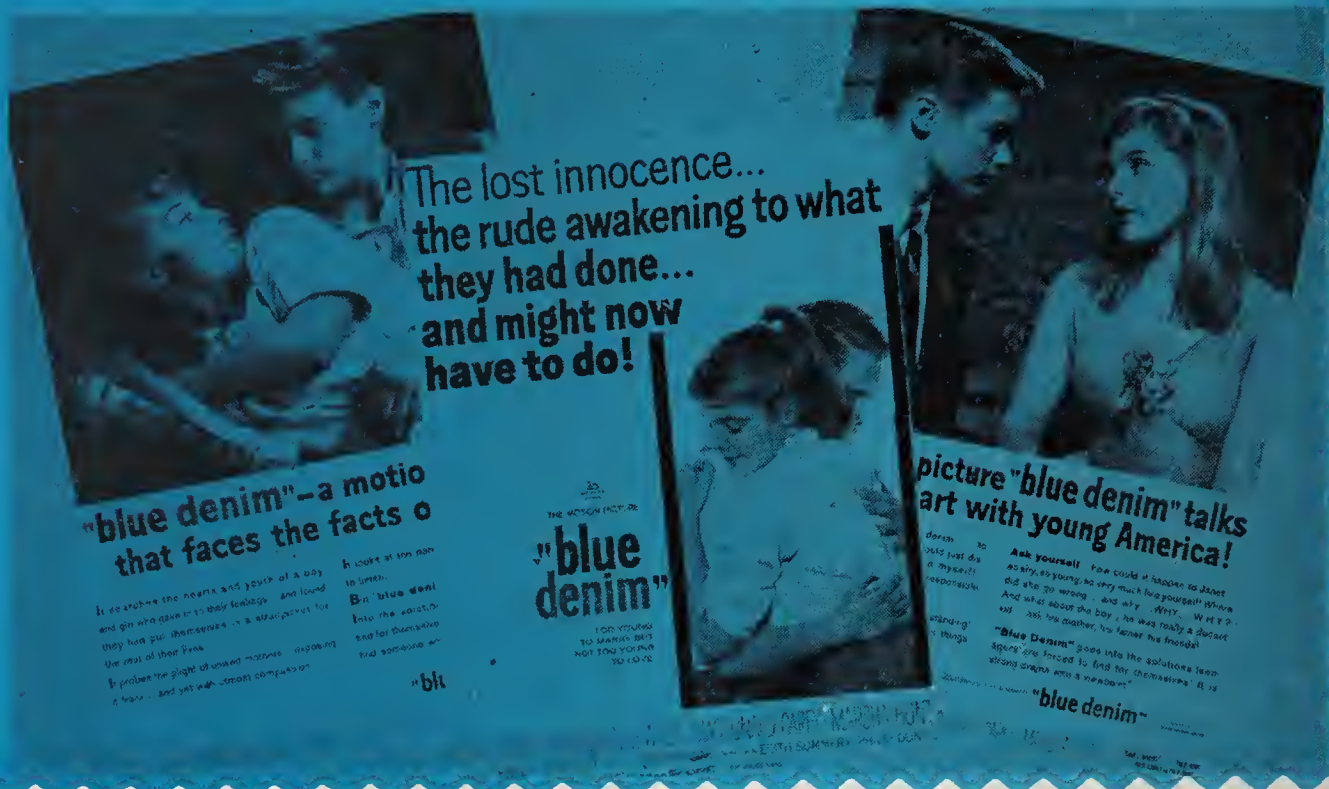
"Unless someone signs a warrant against them, there will be no further arrests of Greenville theatre operators for violation of Sunday blue laws," County Sheriff John R. Martin announced. "I don't see any need of arresting them again and again and letting the jury turn them loose. We've tried these fellows twice and lost."



## NATIONAL MAGAZINE ADVERTISING CAMPAIGN achieves saturation of youth for . . .

20  
Century-Fox  
presents**"blue denim"**

Using the pages of Seventeen, the top magazine directed to the teenager, as well as those of Ingenue, Teen and fan magazines, Twentieth devised a series of national ads (reproduced here) which were hand-tailored to the desires of this audience



## Return Of Old Films Offers Bally Bonanza

CHICAGO—Filmack Trailer Company recently pointed out that in their search for pictures that will bring more customers into theatres, showmen are capitalizing on the feeling of nostalgia which most people have for films from years ago.

Several favorites from the past have had their pictures dusted off and rerun and are enjoying successful "comebacks"—the Three Stooges, Charles Chaplin, Our Gang, etc.

The old-time movies lend themselves to many exploitation approaches. Some exhibitors have an "Old-Timers' Night" featuring several of the oldies. There's no limit to the special promotions which can be centered around these movies and aimed at the adult group. An effective gimmick is to play a very old movie on the same program with a spectacular new film with the intention of dramatizing the tremendous advance in motion picture technique over the years. The contrast between an old silent film and one of the new hits in giant screen, color, and with stereo or hi-fi sound is extremely effective.

In the latter situation, Filmack suggests the use of ad copy and trailers which emphasize the difference and ask: "Is it any wonder that we say, 'Movies Are Better Than Ever.'"

## Para. Honors 12 Employees

NEW YORK—Twelve members of Paramount's domestic distribution organization will be inducted into the company's "100 Per Cent Club," highest honor for year-long achievement that can be bestowed on employees of the Paramount field forces.

Named were Travis G. Carr, booker, New Orleans; Herbert D. Cohen, office manager, Chicago; Joseph L. Cutrell, salesman, Charlotte; Ralph W. Fry, salesman, Dallas; Thomas F. Gooch, head booker, Kansas City; Catherine A. Grotticelli, head booker, Pittsburgh; Arnold P. Lavageto, booker, San Francisco; Bonita K. Lynch, head booker, Minneapolis; Eugene Newman, salesman, New York; Kenneth Reuter, booker, Buffalo; Clifford F. Smiley, salesman, Cincinnati; and King Trimble, salesman, San Francisco.

## Maryland Forms TOA Unit; Broumas Named First Prexy

WASHINGTON, D.C. — Establishment of the Maryland Theatre Owners Association as the newest state affiliate of the Theatre Owners of America was announced last week by George G. Kerasotes, TOA president.

Kerasotes said the new unit was organized, and voted immediate affiliation with TOA, at a meeting at the Mayflower Hotel here, which he and George Roscoe, TOA director of exhibitor relations, attended.

John G. Broumas, president, Transamerica Theatres of Takoma Park, Md., was elected first president. Other officers are George A. Brehm, vice-president; T. T. Vogel, secretary and Douglas Connellee, treasurer. Directors are Sam Mellits, Jack Frutchman, and William Fisher. Broumas said 55 theatres have been enrolled.

"The Maryland unit now gives us exceptionally strong representation for TOA along the Atlantic seaboard," Kerasotes said, "and gives us members in every seaboard state from Maine to Florida."

## Hoover Acquires 11 Theatres

MIAMI, FLA.—George C. Hoover last week announced the purchase of 11 theatres in north Florida and south Georgia comprising the circuit owned by Interstate Enterprises, Inc.

Hoover, who is executive director and press guy of Variety Clubs International, will change the corporate name to Interstate Theatres and will move the circuit headquarters from Thomasville, Ga., to this city.

Houses involved in the deal are the Roxy, Hill, and Leaf, Quincy, Fla.; the Palm, Meigs, Ga.; the Ilex and Star, Quitman, Ga.; the Park and Pike Drive-In, Pelham, Ga.; and the Hiwa, Ritz, and Rose, Thomasville, Ga.

Nat Williams, Jr., son of the founder of Interstate, stays on with Hoover as district manager, but booking, buying and accounting will be handled in Hoover's Miami office with Rex Norris, formerly with the M.C.M. Circuit, engaged as his assistant.

## Use Of B-B Records Spreads Across Nation

NEW YORK — The demand for business building records for radio use has mounted, Charles E. McCarthy, COMPO information director, reported last week. To date, 212 records have been sent out, he said, with additional heavy orders anticipated following a series of demonstrations of the record at recent exhibitor gatherings.

The record has met with an enthusiastic reception at all exhibitor meetings where it has been played, McCarthy has been advised. Exhibitor comment may be summarized in the statement of Edward F. Meade of Shea's Buffalo Theatres, whose order for five records for theatres in his circuit, carried the notation: "The institutional record has been received and meets with wholehearted approval."

The most recent batch of orders has come from such widely separated circuits as the Welworth Theatres of Minneapolis, Wometco Theatres of Florida, Martin Theatres of Georgia, United Theatres of Little Rock, Century Theatres of New York, Favorite Theatres of Spokane, Wash., Robins Amusement Company of Warren, O., Pioneer Theatres of Iowa, United California Theatres of San Francisco, and Crescent Theatres of Nashville, Tenn., as well as from scores of individual four-wall theatres and drive-ins from Maine to Texas.

Radio time for use of the record already has been contracted for by the Loew's and RKO circuits in a number of situations in which they operate.

## Rubin Gift To University

SYRACUSE, N.Y.—Syracuse University has been given \$176,000 under the terms of the will of the late J. Robert Rubin, who served as a University trustee until his death last September.

The gift represents the assets of the J. Robert Rubin Foundation and was presented to the university "for the purpose of building a J. Robert Rubin theatre on the campus." He made many other gifts to the university in his lifetime.



## UA Launches "Sheba" Million-Plus Campaign

NEW YORK — Roger H. Lewis, United Artists national director of advertising, publicity, and exploitation, announced last week that the first major promotion swing of UA's million-dollar-plus campaign for "Solomon and Sheba" will blanket key western cities over the next four weeks.

Lewis said that Teet Carle, western coordinator of the special "Solomon and Sheba" unit, will participate in an intensive schedule of local level promotional activities in Dallas, Fort Worth, Kansas City, Omaha, Denver, Salt Lake City, Seattle, Portland, and San Francisco. He will meet with newspaper, magazine, radio and TV editors and representatives as part of the all-out promotional effort to get advance interest in the film.

Carle will further develop promotions in the fields of religion, art, literature, civic, church and community organizations. Colleges, schools, museums, churches and libraries will be primary targets. In all of the major cities, UA fieldmen and promotion experts in various areas of mass communications will be coordinating and supplementing the local level push.

The western tour, Lewis revealed, is the first stage of a three-ply campaign penetrating a total of 50 key cities in advance of regional openings set for December.

## Para. Strengthens Ties With Canadian Operation

NEW YORK — George Weltner, Paramount Pictures' vice-president in charge of world-wide sales, last fortnight announced plans for a new and stronger U.S.-Canada coordination setup.

The arrangement involves personnel and facilities of Paramount Film Distributing Corporation, and calls for more extensive utilization of its management services by Paramount Film Service, Ltd., of Canada.

Sidney G. Deneau, vice-president of Paramount Film Distributing Corporation, will direct the management services. Gordon Lightstone will continue to function in his capacity as general manager of Paramount Film Service, Ltd., of Canada.



## CANADIAN Highlights

By Harry Allen, Jr.

PRELIMINARY FIGURES from the Dominion Bureau of Statistics indicate that the attendance drop at Canadian theatres was six per cent. The figures are based on reports submitted by 78 per cent of the situations and are compared to 1957. The gross in 1958 was \$75,584,425, a decline of 1.2 per cent from 1957, while admissions, at 137,326,088, were down 9,429,740 or 6.4 per cent from 1957. The Dominion Bureau of Statistics warns: "Although it is not expected that these figures will be much different in the full coverage report to be submitted at a later date, they should serve only as indicators and not as an account of theatre operations in 1958."

With the decline in theatre gross, amusement taxes took a nose-dive, dropping by 10.3 per cent. The average admission price, however, was up from 52 cents to 55 cents. This helped protect exhibitors. Effect of economy and the closing of theatres is indicated by a 696 drop in the persons employed (11,948) and a \$407,779 decline in earnings (\$17,219,718). The estimated statistics of the DBS apply to roughly 1,568 standard theatres, 96 fewer than in the previous year. At present there are 1,536 standard theatres in operation, 32 having ceased operation since the year started.

REEL CLIPS: With the interest in the Royal Visit to North America this summer at an all-time high, 20th Fox Film International Corp. will take on the distribution of a National Film Board subject dealing with the visit. The film, to be shot in Deluxe Color and CinemaScope, will be available Aug. 1, coinciding with the royal party's departure for home. The three-reel subject will be distributed in Canada, United Kingdom, and other commonwealth countries. . . . The occasion of United Artists' 40th birthday brought gross billings in the final week of the celebration to \$261,000 in Canada alone, said Charles S. Chaplin, Canadian general manager. Some circuits were booked solid with UA product, he claimed. Congratulations and happy birthday Charles. . . . Efforts to put Telemeter into actual fact began with the purchase by Trans Canada Telemeter of a building in suburban Etobicoke. The building, presently housing a Kresge store, will take two months for conversion. The building has one story and penthouse, latter to be used for offices. . . . Rank Film Distributors will handle a 58-minute feature documentary on the Dieppe Raid, "This Most Gallant Affair," opening Aug. 18, the anniversary of the costly full-dress invasion. The film was produced by Arthur Kelly of Brantford, Ont. . . . Canadian Broadcasting Corp. will have an hour show dealing with the history of Hollywood put together by Tony Thomas and Gerald Pratley, using Cecil B. DeMille as the symbol. . . . Gerald Pratley, by the way, has gone overseas to visit various film festivals, and will write for The Toronto Star as well as obtaining material for his own radio shows on the CBC. . . . The Famous Players houses, Orpheum and Capital, Vancouver, will play day-and-date with Len Johnson's Loughheed Drive-In in nearby Burnaby.

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## TV Firm In Theatre Field

NEW YORK—Joseph Harris and Sig Shore, chairman and president, respectively, of Vitalite Films Corporation, announced last week that their company, heretofore involved in distributing feature films to television, is going into the field of theatrical releasing. They have acquired an array of foreign features to launch their project.

## Conn. Enforces Sunday Law

HARTFORD, CONN.—The Department of State Police recently warned Connecticut's 38 drive-ins to halt the illegal shows on Saturday nights which run over into the early hours of Sunday mornings. The Sunday law bans screening of motion pictures between midnight and two p.m., but has not been strictly enforced.

## THE ARTHUR GODFREY PROGRAM

gives a hearing and a viewing to . . .

20  
Century-Fox  
presents

# "blue denim"

Arthur Godfrey may be away, but the spirit of his program is being carried on by Sam Levenson, his CBS-TV spokesman, and Robert Q. Lewis, the man who fills in for him on CBS radio.

These gentlemen have carried on most ably the Godfrey reputation for lengthy, informal, and friendly conversations among intelligent people on serious subjects.

BLUE DENIM, dealing as it does with today's youth, their struggles to communicate their problems to their elders, and their fumbling entrance into an adult world they are not yet prepared to understand, made excellent subject matter for such discussions.

Levenson, a former schoolteacher himself, created quite a stir in earlier discussions with Godfrey dealing with youth, its problems, and its joys.

Brandon de Wilde, in addition to starring in BLUE DENIM, is a very articulate young man, and he acted as spokesman for BLUE DENIM. These programs on radio and TV have devoted a lot of time to the film, and have stirred up quite a show of

public interest. Catch these shows, and we think you'll agree.



• Seen discussing 20th-Fox's provocative BLUE DENIM are CBS-TV's Sam Levenson; Martin Michel, 20th-Fox TV and radio director; and Brandon de Wilde, who stars in the film with Carol Lynley.



## BANTAM BACKS THE BOOK that publicizes . . .

20  
Century-Fox  
presents

# "blue denim"

What you see here is a reproduction of the cover of the special movie edition of BLUE DENIM which Bantam Books has on newsstands all across the country right now

In all, 35,000 dealers with all the efforts of their combined sales forces are getting behind the promotion of this valuable property. They are backing its distribution with display cards, posters, transportation signs, and radio spots

Coinciding with the national release of the powerful Charles Brackett production, more than 100,000 retail outlets will be displaying the book. As you can see, BLUE DENIM stars Carol Lynley and Brandon de Wilde are prominently shown on both front and back covers, which means that these books (more than half a million of them) will be seen as posters directing newsstand patrons to their local theatres

To support the release of this 35 cent Bantam edition, more than 400 field promotion men of the Curtis Circulation Company stand ready to assist in distribution of locally-prepared posters mentioning both the book and the movie. In some cases, representatives of the publishing company may set up a book sale in the theatre lobby before and during the BLUE DENIM playdate. In other locations, special lobby displays can be created showing the book and heralding the arrival of the motion picture

BLUE DENIM is a story for all of America. Its message is a universal one, and it speaks to today's youth as no other film has. Here is a real opportunity to take advantage of the proven technique, "Read the Book . . . See the Movie"



A recent Connecticut industry meeting for "The Jimmy Fund" in behalf of the Children's Cancer Research Foundation was attended by, left to right, Jack Sanson, SW Strand, Hartford; Harry Feinstein, SW northwestern zone manager; C. J. Lawler, Community Theatres, Inc., Hartford; William F. Murphy, Cine Webb, Wethersfield; and D. N. Amos, Lockwood and Gordon Enterprises, Boston.

## ALBANY

Ray Smith, retired Warners branch manager and current buyer-booker for independently operated theatres, inspected Alexander Film Company studios in Colorado Springs, Colo., during a visit with Mrs. Smith to their son Jack, serving in the Army at Ft. Carson . . . The Albany-Troy-Schenectady area may get another drive-in. There are about a dozen ozoners now operating in this section.

## ATLANTA

Tom Jones, former manager, Grand, Bessemer, Ala., has taken over the State, Bessemer, from J. C. Howell. Don Hyde, former assistant, Alabama, Birmingham, Ala., replaced Jones at the Grand . . . Jimmie Hobson, young son of Prichard Hobson, Warners booker, was shaken up when the car in which he was returning from a Florida trip with friends overturned . . . The Harlem, Tennille, Ga., has been opened by T. J. Brett, Jr., also owner of the Arcade, Sandersville, Ga. . . E. P. Clay, Conyers, Ga., theatre owner, is recuperating at a hospital here.

## BOSTON

Alan Frieberg, who is a son-in-law of UA's Milton Cohen, has resigned as manager of the Gary, owned by Ben Sack, and entered another field of business. He is replaced by his former assistant, Don Peterson. . . .

Ernie Warren, owner, Paramount, Needham, presented 25 free passes to the Decorated Bicycle Parade in the big Independence Day Merchants Program, thus allowing 75 kiddies free admission to the theatre. . . . The pre-holiday week with cool, damp days brought boxoffice results up to a new yearly high. "Hercules" at ATC's Pilgrim Theatre broke all existing records in its first week. . . . Joseph E. Levine, producer of "Hercules," arranged to be in his Boston office for the New England premiere of his film. Before leaving, he intimated that "Hercules Against The Gods," now completed, may have a saturation opening in England in 1960. His next American release is "Jack The Ripper" for which he has the Western Hemisphere rights, due for a fall release. . . . From Janus Films comes word that "Wild Strawberries", a film done by Swedish director Ingmar Bergman, has been booked into the Exeter Street, here. Janus Films is also distributing "Smiles Of A Summer Night," another Bergman picture originally released through J. Arthur Rank Organization.

PROVIDENCE, R.I., NEWS—George Norton, assistant at Loew's State, is putting in two weeks' Tour of Duty with the Air Force, at Otis Field, as part of his Reserve Training activities. . . . Phil Nemirow, RKO Albee manager, and Bill Trambukis, head of Loew's State, will act as Rhode Island's co-publicity chairmen for COMPO, distributing and 'planting' industry stories and transcriptions. . . . Eugene Picker, president; John F. Murphy, executive vice-president; and Charles E. Kurtzman, divisional-manager of Loew's Theaters, were recent visitors in town. They spent considerable time with William J. Trambukis, manager of Loew's State. . . . Special screenings of "Hole In The Head" were arranged for employees of the Outlet Company, Southern New England's largest department store and winners of a contest staged over radio station WICE, at Loew's State, though the courtesy of Bill Trambukis, manager.

## BUFFALO

The all-for-one and one-for-all policy may be adopted any day now by showmen of the Niagara Frontier if the promotional drive of Arthur Krolick, district manager, American Broadcasting-Paramount Theatres in Buffalo and Rochester is successful. The plan is to persuade all film producers to space major shows evenly throughout the year, instead of bunching them into holiday feasts. . . . Colonel William Shirley, UA field representative, celebrated his birthday with a party in Chez Ami. . . . Multi-lingual, blonde and attractive Aline Czartjarwicz, of Rome, came to Buffalo to do some tub-thumping for "Hercules," now at the Paramount. Aline is European representative for Embassy Pictures, distributing the production through Warners. . . . Sale of the old Depew Theatre building to the Le-Mar Metal Products Company, has been announced. The company will move to the new location in September. The building owned by Joseph Warda, has been unused as a theatre for several years.

Downtown theatres are much interested in a \$100,000 year-long survey of the downtown Buffalo area designed to develop a program to meet challenges to the city's economic future. The survey started July 20.

## CHICAGO

Balaban and Katz paid a second quarter dividend of 50 cents, making \$1 thus far for the year . . . Charles Teitel and Dan Goldberg, Teitel Films, have organized Cineguild Films, Inc., and their first announced production is "The Girl and The City" for September release . . . Harry Waterfall, 33, pioneer operator of theatre ticket agencies in Loop hotels, died in a hospital recently . . . Carl J. Stewart, owner-manager, Starlite Drive-In, Bloomington, Ind., was awarded a Doctor of Education degree at the University of Indiana. He also has a Bachelor of Science and Master of Science degrees and is assistant principal and guidance counselor at the local high school . . . Publicist Madeline Wood recovered in a local hospital from a serious heart attack which was followed by pneumonia . . . Ralph McLaughlin, United Film Carriers, is the proud father of a son, Richard Allen, born to his wife, the former Billie Campbell, of United Artists . . . Local theatre ushers were exempted in a bill pending in the Illinois House which would set up a minimum wage of \$1 per hour . . . In June the Censor Board looked at 52 films, 18 from abroad. None were rejected, but 14 cuts were made . . . Myron Mandy, veteran B & K manager who directs the Will Rogers,





...a honey of a letter!

# COMMONWEALTH

Theatres

215 West Eighteenth Street  
Kansas City 8, Missouri

TELEPHONE GRAND 1-2390

M. B. Smith  
Director of Advertising,  
Publicity, Public Relations

June 5, 1959

Mr. Arthur L. Manheimer  
National Screen Service Corp.  
Special Films Division  
1307 South Wabash Avenue  
Chicago 5, Illinois

Dear Art:

Last week I managed to screen the "Mr. Hollywood Movie Bee" trailer. I want to congratulate you on the excellent production and the tremendous backgrounds which you used in this trailer. It has nothing but showmanship in it, and it certainly should have a tremendous impact on any audience.

I trust that many exhibitors will take advantage of this fine medium for selling their top attractions which will play their theatres this Summer and Fall.

Kindest regards

M. B. Smith

MBS/m



...for a honey of a trailer!

Contact your local N.S.S. Exchange  
for information on this  
**NEW COLOR SELLING HEADER**

NATIONAL *Screen* SERVICE  
PRIZE BABY OF THE INDUSTRY





CAROL LYNLEY TOURS build  
added interest in . . .

20  
Century-Fox  
presents

# "blue denim"

Carol Lynley hit the road from Boston to Philadelphia, from Philadelphia to Washington, from Washington to Detroit, from Detroit to Chicago, from Chicago to New York in a whirlwind publicity tour in behalf of BLUE DENIM, which permitted her to meet at each stop, the press, brought in from a radius of up to 100 miles, covering in all scores of small towns.

This new concept in touring assures Carol Lynley in BLUE DENIM deep newspaper, radio and TV saturation in countless cities of the Eastern Seaboard and in the Midwest.

Miss Lynley's personal impact on both press and public can't be denied. Spot checks in each of these key cities prove it is safe to predict that Carol Lynley is indeed going places. And like all motion picture personalities on the way up, she is certain to carry boxoffices throughout the land up with her.

When BLUE DENIM hits theatres in large cities, medium towns, and small villages, the public will know who she is. Twentieth is making sure of that through such exploitation efforts as the tours described above.

The audience for BLUE DENIM is there.



\* In town after town, BLUE DENIM star Carol Lynley was greeted and feted by newspaper, radio, and TV columnists and commentators. She is seen here during an appearance with Ralph Collier, WCAU, Philadelphia.

recovered in the hospital from an illness . . . Harold F. Chester, National Association of Concessionaires, announced that 19 names have been added to the membership roster.

## CINCINNATI

Local first-run houses are being flooded with top first-run films for the summer season. Added to the overflow, is the University of Cincinnati's Summer School film festival, which features weekly screenings of old award winners. . . . Realart of Cincinnati won second place in the 13-week American International drive . . . The Plaza, in suburban Norwood, has been incorporated by owners S. S. & Matilda Schaengold, as the S & M Theatres, Inc. The house, for a number of years was leased to Herman Hunt, operator

of local Vogue, CineStage, Columbus and McCook, Dayton, O. . . . Tent 3, Variety Club will stage a moonlight boat ride on the Ohio River, July 25 . . . National Theatre Supply which recently purchased the inventory of Midwest Theatre Supply Company, has hired two of former firm's employees, Ed Howe, service engineer and salesman, and Curtis Melton, repairman . . . Gus Boudot, UA office manager since 1944, observed his 40th year in the film industry July 6.

## CLEVELAND

"The Diary of Anne Frank" which opened a four-week northeastern Ohio premiere June 17 at the Fairmount with a gala promotion campaign, is bowing out at the end of the third week. Attendance for the reserved

## Film Exchange and Dealer Listing for the SEATTLE FILM TERRITORY

A CONTINUING SERVICE • that will be re-edited and re-published at 8-month intervals

### • Film Distributors

#### ALLIED ARTISTS, 2418 Second Ave.—MUTUAL 2-2460

Br. Mgr.: Edmond D. Cruea. Sales: Robert Parnell. Office Mgr. and Booker: Gordon Wallinger. Cashier: Verna Estabrook. Emerg Phone: EAsT 2-0889.

#### BUENA VISTA (Disney), 2330 Second Ave.—MAIN 4-0186

Br. Mgr.: Ernie Piro. Booker: Kay Clonts. Emerg. Phone: EAsT 5-4465.

#### COLUMBIA, 2415 Second Ave.—MAIN 3-5349

Br. Mgr.: J. R. Beale. Office Mgr.: Homer J. Schmitt. Sales: W. R. Seale. Booker: Darlene De Maria. Cashier: Nona Anderson. Field Exp.: Sammy Siegel. Emerg. Phone: EMERSON 3-1689.

#### FAVORITE FILMS OF CALIF., 2419 Second Ave.—MAIN 4-6234

Br. Mgr.: John Cummins. Office Mgr. and Booker: L. C. Tomlinson. Cashier: Bliss Stansbery. Emerg. Phone: PROSPECT 8-2782.

#### MAYFAIR PICTURES, 7720 Greenwood Ave.—SUNSET 2-7337

N. W. Agt.: James N. Selvidge. Asst.: Harry E. Pike. Emerg. Phone: LAKEVIEW 3-3213.

#### METRO-GOLDWYN-MAYER, 2331 Second Ave.—MAIN 3-4056

Br. Mgr.: Sam S. Davis. Office Mgr.: W. R. Vose. Sales: Arney Eichenlaub. Bookers: W. R. Vose, Kenneth Snyder. Cashier: Irene Mills. Emerg. Phone: LINCOLN 2-4097.

#### NORTHWEST RELEASING CORP., Moore Theatre, 2nd and Virginia—MAIN 4-4787, MAIN 2-6210

Br. Mgrs.: Jack J. Engerman, Zollie M. Volchok. Office Mgr. and Booker: Louise Welle. Field Exps.: Jack J. Engerman, Zollie M. Volchok. Emerg. Phones: ATWATER 2-2347, EAsT 3-9343.

#### PARAMOUNT, 2312 Second Ave.—MAIN 2-4287

Br. Mgr.: H. W. Haustein. Office Mgr.: Richard Rockey. Sales: John Kent, Jim French. Bookers: Richard Rockey, John J. Filcher, Jr. Cashier: Hannah Trager. Emerg. Phone: ALPINE 5-5433.

#### SAFFLE'S THEATRE SERVICE, 2421 Second Ave.—MAIN 3-5177

Owner-Mgr.: Maurice Saffle. Booker: Bud Saffle. Cashier: Helen Reynolds. Emerg. Phone: ATWATER 3-6866.

#### 20TH CENTURY-FOX, 2421 Second Ave.—MAIN 3-7815

Br. Mgr.: Mark Sheridan. Office Mgr.: James W. Brooks. Sales: Glenn Haviland, Mike Powers. Bookers: James W. Brooks, Celia Blatt. Cashier: Mary Carey. Emerg. Phone: SHERWOOD 6-0317.

#### UNITED ARTISTS, 2403 Second Ave.—MAIN 2-3788

Br. Mgr.: Robert Hazard. Office Mgr.: Harold Harden. Sales: Butch Leonard. Booker: Lou Cobbs. Cashier: Roberto Messenger. Field Exp.: Earl Keate. Emerg. Phone: CHERRY 2-3391.

#### UNIVERSAL, 2401 Second Ave.—MAIN 2-3245

Sls. Mgr.: R. H. Colbert. Office Mgr. and Booker: S. A. Madsen. Sales: H. A. P. Frederick. Emerg. Phone: WEST 5-9369.

#### U.S. NAVY DIST. BOOKING OFFICE, 13th Naval Dist.—LAKEVIEW 3-0550, Ext. 577

#### WARNER BROS., 2405 Second Ave.—MAIN 2-0046

Br. Mgr.: Carl Miller. Office Mgr.: Ed Hinchey. Sales: Jean Spear. Booker: Lou Kahn. Cashier: Edna Moore. Emerg. Phone: SUNSET 4-7822.

### • Supply Dealers

#### B. F. SHEARER COMPANY, 2318 Second Ave.—MAIN 3-8247

#### DISPLAY & STAGE LIGHTING, INC., 2410 First Ave.—MAIN 2-7850

#### GLASER BROS., 3031 Western Ave.—MAIN 4-8220

#### HARLAN FAIRBANKS CO., 116 Elliot Ave.—ATWATER 4-7420

#### NATIONAL THEATRE SUPPLY CO., 2330 Second Ave.—MAIN 2-3421

#### S. F. BURNS, INC., 2319 Second Ave.—MAIN 4-2515

#### THEATRE DRAPERY SUPPLY INC., 2416 First Ave.—MAIN 4-1770

#### W. A. SLATER CO., 2321 Second Ave.—MUTUAL 2-0155

### • Screen Trailers

#### NATIONAL SCREEN SERVICE, 2415 Second Ave.—MAIN 4-2882

Br. Mgr.: Kenneth Friedman. Service Mgr.: A. B. McGlinchey. Office Mgr.: Marie Parmenter. Sales: Anthony Hartford. Booker: Georgette Angeles. Cashier: Vera Kollhoff. Emerg. Phone: SHERWOOD 2-576.

### • Signs, Advertising and Printing

#### ELECTRICAL PRODUCTS CONS., 1275 Mercer St.—MAIN 3-3100

#### NATIONAL SCREEN SERVICE, 2413 Second Ave.—MAIN 4-2882

### • Film Delivery Services

#### INLAND NORTHWEST FILM SERVICE, INC., 1717 6th Ave. S.—MAIN 2-0224

Owners and Mgrs.: Don Hoidale, Frank Whiting. Emerg. Phone: EMERSON 3-2949.

#### LOCAL FILM DELIVERY, 2330 Third Ave.—MAIN 4-0241

Owner: Chas. D. Lawson. Mgr.: Chas. C. Lawson. Emerg. Phone: EMERSON 2-0348.

#### NORTHWEST FILM SERVICE, INC., 2330 Third Ave.—MAIN 4-0241

Owner: Paul Grunewald. Mgr.: Irene Marcy. Emerg. Phone: VANDYKE 2-5905.

### • Service Companies

#### ALTEC SERVICE CORP., Jones Bldg.—MAIN 3-8221

#### RCA SERVICE CO., Jones Building—MAIN 4-5998

A SPECIAL SERVICE . . . only in MOTION PICTURE EXHIBITOR



seat engagement reportedly did not justify holding it any longer. . . . Bill Twig, manager of the local Warner exchange, acquired a new title this week when a son, born to his daughter Mrs. Janine Weisberg, made him a grandfather for the first time. . . . Johny Majdiak, Jr., and his Fourth of July bride are honeymooning in the Catskills. . . . Jean Rose, Associated Theatres Circuit receptionist, is a patient in Ohio Valley Hospital, Wheeling, W. Va., for removal of a cataract. Her stand-in is Joan Keller. . . . Variety Club will hold its annual golf tournament Aug. 24 at the Forest City Country Club. It will be Tent Six's first stag tournament. . . . Herbert Ochs, formerly of Cleveland, now with headquarters in Dania, Fla., was in town on his tour of the area in the interest of leasing hamburger stands. . . . Kenneth Hanrahan, former RKO shipper, has been added to States Film Service during the busy drive-in season. . . . Yale, Cleveland, a neighborhood house owned by Vermes Brothers, is back on a full time schedule after playing weekends only. . . . Frank DeFranco, Universal shipper, and his wife celebrated their 25th wedding anniversary. . . . Guido Spayne, of the Lyn, Akron, paid his first visit to Film Row this week since recovering from surgery.

## DALLAS

The local WOMPI installed Miss Thelma Jo Bailey as its new president recently. Mrs. Robert Boyle was named WOMPI Woman of the Year for her work as service chairman. . . . Ed Wiliamson, Warner Brothers district manager, and H. C. Vogelpohl, exchange manager, left for Los Angeles to attend the California Cavalcade, having won the trip by having all their pictures dated. . . . Claude Ezell, president of Ezell Theatres, has announced a new film booking policy for his drive in theatres in and near Dallas. Under the new arrangements, films will reach the drive in theatre screens earlier than in the past, thus enabling drive in patrons to see major motion pictures releases as soon as they become available to any theatre for subsequent engagements following first run dates. Ezell said most feature films will be shown 31 days after first run. In the past, drive ins have had to wait as long as six months before films would be available to these theatres.

## JACKSONVILLE

Felix and Amelia Adler, circus clowns, delighted thousands of local children with their antics as part of the Florida Theatre's ballyhoo in advance of the opening of "The Big Circus". . . . Bob Greenleaf, after three years of Army service in Europe, is now an assistant to Sheldon Mandell at the downtown St. Johns. . . . Maurice Shaaber, former Wil-Kin Theatre Supply salesman, has returned here after a period of residence in St. Petersburg. . . . Les Sipes has added new concessions equipment to his Pinecrest Drive-In at Edgewater. . . . Clint Ezell, NTE executive, and Mrs. Ezell, who were born at nearly the same time, held a joint birthday celebration. Bill Griffin, a charter member of IATSE Local No. 711 who retired as an Arcade Theatre projectionist two years ago, died July 10. . . . The Air Base and Ribault Drive-Ins, operated for many years under the management of Carl Carter, have been acquired by Irving Sochin, former Universal executive from Cincinnati.

## MEMPHIS

Todd-AO and other 70-millimeter movies become available in Memphis early in September when Crosstown, Malco Circuit, com-

pletes installation of 70-millimeter projection equipment and a new six-channel stereophonic sound system. The \$20,000 installation gives this midtown house something none of the five downtown first-run theatres have. M. A. Lightman Jr., president of Malco, states German-made Bauer projectors and the Simplex Four-Star sound system are being installed. . . . "Love Is My Profession" has been banned by Memphis and Shelby County Censor Board, as was the other Bardot movie, "And God Created Woman." The head of the Board told Eddie Martin, branch manager for Howco, distributing "Love Is My Profession," the film was "too obscene and objectionable all the way through." The film is showing at Sunset, West Memphis, Ark., just across the Mississippi River from Memphis. . . . Columbus Air Force Base theatre, Columbus, Miss., has reopened, and Memphian and Linden Circle, Memphis, are operating full time until fall. Also same for Tri-City Drive In, Lynnville, Ky.; Skyvue Drive In, Paris, Tenn.; and Zebra Drive In, Pine Bluff, Ark. . . . The Palace is the new name of Folly Theatre, Marks, Miss., and Radio Theatre, Beebe, Ark., is now known as New Theatre. Macco Theatre, Magnolia, Ark., and Fort Chaffee Theatres #2 and #3, Fort Chaffee, Ark. are closed.

## NEW ORLEANS

Travis Carr, Warners' booking department, became the proud father of a baby boy born to Mrs. Carr on July 1. . . . Grace Zatarain, Columbia staffer, received a gold wrist watch duly inscribed for her 25 years service with the company. . . . J. G. Broggi has the local in Delta Theatres, Inc., is now active as a

publicist for several major film companies. . . . Robert O'Donnell, representative of McLendon Radio Pictures, was in from Dallas visiting various independent distributors in connection with their 'package' deal, "The Killer Shrews" and "The Giant Gila Monster". . . . Mrs. Rita Toups, manager, United Theatres, Carrollton, is recuperating from pneumonia. . . . Sympathy is being extended to Orman D. Links, Jr., relief manager for United Theatres, on the death of his father. . . . Ralph Pries, Berlo Vending Company, was in conferring with Don Stafford, head, Dixie Theatres Corporation; T. G. Solomon, president, Gulf States Theatres, McComb, Miss., and Weldon Limmroth, general manager, Giddens and Rester Theatres, Mobile, Ala., is relation to concessions. . . . The local Columbia exchange is all set with a playdates and billings drive in salute to president Abe Schneider. . . . L. F. Boteler, a Raymond, Miss., business man, has taken over the operation of the Park, the town's only theatre which has been dark for some time. . . . The East Forest Drive-In, Petal, Miss., reopened.

## PHILADELPHIA

To avoid confusion in the future, it should be remembered that under union contract with the film exchanges, holidays falling on Saturday are taken on Friday; and holidays falling on Sunday are taken on Monday. . . . There has been considerable changes in exchange telephone numbers. All Rittenhouse six numbers are now Locust three. . . . MGM recently announced the winners in the nation-wide "Gigi" store window display contest sponsored jointly by MGM Records and (Continued on page 26)

THE TITLE SONG is on the Airways for . . .

20  
Century-Fox  
Presents

"blue  
denim"

The drawing power of a title song performed by a top record personality in a film has been demonstrated on numerous occasions. More than once, Twentieth has utilized it to create additional interest in their top productions.

BLUE DENIM, with the bulk of the campaign aimed at the younger set, should reap a plentiful harvest of attention through radio, TV, and record spinings of the title tune.

An up and coming young singer at MGM Records, named Dick Caruso, has a recording on the title song from BLUE DENIM which is spinning awfully fast and may be close to the top by the time you read this.

In addition, sheet music for the title song is in the stores right now as another part of the big music promotion for BLUE DENIM.

MGM Records has always been a standout in the promotion field, and every one of its record releases receives a full-scale publicity and advertising campaign. BLUE DENIM is currently receiving the benefit of concentrated and precise area "plugging" across the country by experienced fieldmen.

By the time of release of BLUE DENIM, the record is sure to be a country-wide favorite with the teenagers, furnishing theatremen everywhere with another valuable exploitation tool.

The story, in short, is that the music promotion is moving fast as another way in which Twentieth is making itself heard on BLUE DENIM.

Yes, Twentieth is making itself heard, and exhibitors would do well to listen, get the BLUE DENIM message, and head for their record and music stores, as well as their radio and TV stations, to arrange tieups.

All of young America is singing. Make sure they sing the BLUE DENIM tune



Dick Caruso, MGM Records star, figures prominently in 20th-Fox promotion for BLUE DENIM as his rendition of the title tune climbs popularity charts.



**PRODUCTION HIGHLIGHTS**...*indicate some of the provocative, timely and poignant qualities possessed by the story line and dramatic development of ...*

# "blue denim"

**THE NEW 20th CENTURY-FOX SHOWMANSHIP CHALLENGE, GRAPHICALLY PRESENTED IN THIS ISSUE**

Twentieth-Fox's high powered merchandising campaign for BLUE DENIM provides plenty of opportunity for real showmen to sell the public a timely, provocative story of youth, its triumphs, and its problems.

A cast of exciting new personalities, Carol Lynley, Brandon de Wilde, and Warren Berlinger, provides the kind of name power that will mean a lot to young America, the group comprising the bulk of today's moviegoing public.

Here is what all the shouting is about.

## A MOTION PICTURE EXHIBITOR Spotlight Survey

Seen are production highlights from BLUE DENIM bringing to a ready public all the fun and poignancy of the tender years just before boys and girls become men and women.

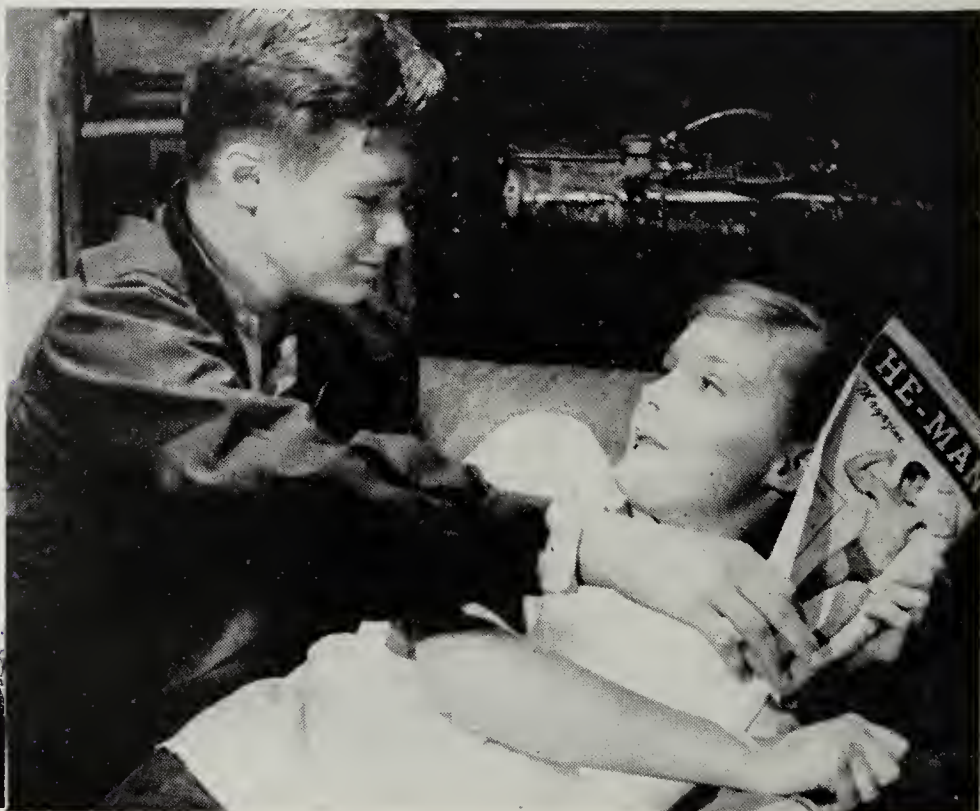
It takes courage to make such a picture and courage to sell it the way 20th-Fox has decided it should be sold. The campaign, while thought-provoking and challenging, is keyed to the serious elements that dominate the picture.



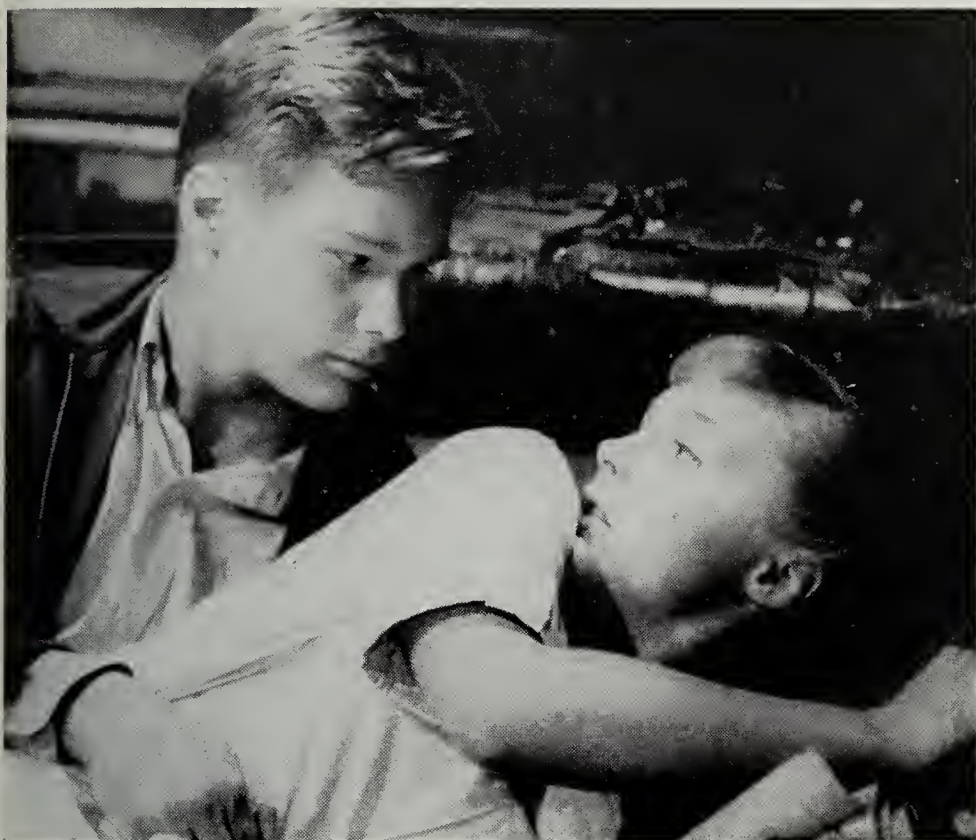
• ABOVE, Brandon de Wilde and Carol Lynley discover what adults consider puppy love, but what to them is very real; BELOW, the private world of youth enjoyed by de Wilde, Lynley, and Warren Berlinger.



• ABOVE, Lynley and de Wilde realize that there is nothing childish about their feelings for each other; BELOW, the exuberance of youth is indicated by their playful, childish horsing around, and it's fun.







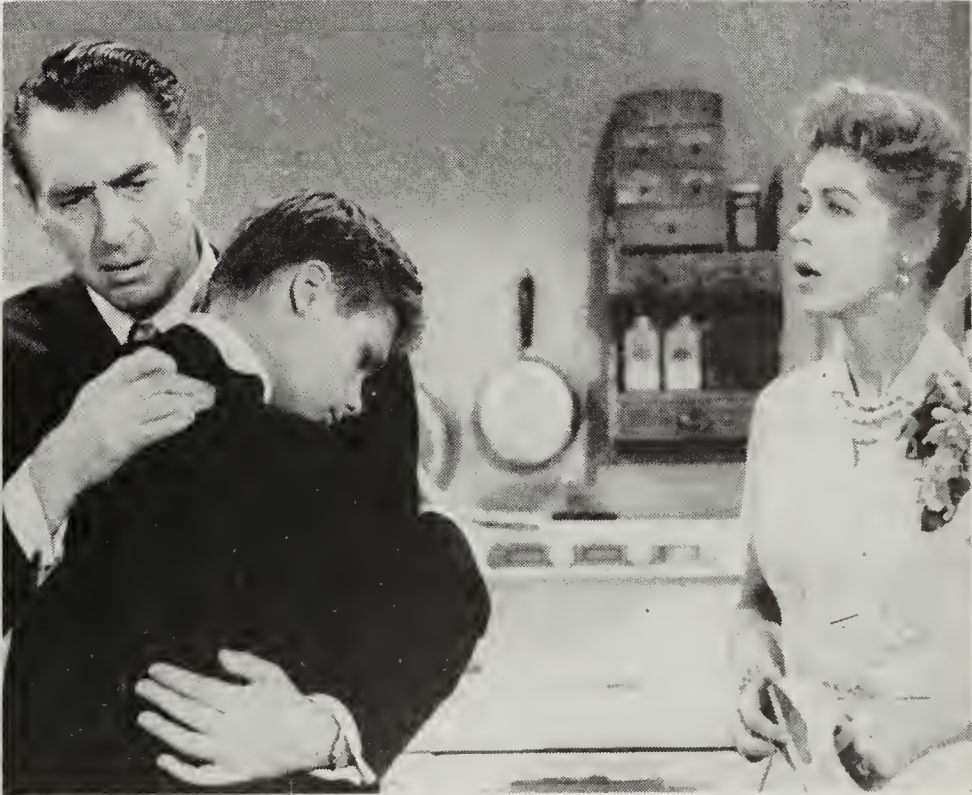
• ABOVE, the young lovers realize that the yearnings of youth can lead two youngsters into situations that are quite adult.

• BELOW, top, adults are amused as two kids try to get married; BELOW, bottom, a father, Macdonald Carey, at last comes to his son's aid in an atmosphere both sordid and frightening.



• ABOVE, two kids experience a rude awakening to what they have done and the frightening prospect of facing an adult world.

• BELOW, top, the family, Carey and mother Marsha Hunt, at last realize that they face a real problem; BELOW, bottom, reconciliation and realization that youth must be able to communicate.





TWENTIETH'S FULL DEPARTMENT turns in a top performance for . . .

20  
Century-Fox  
presents

# "blue denim"



• A major part of the BLUE DENIM promotion centers around the Bantam Book edition, which will carry news of the film to 500,000 readers. Dick Winters, 20th-Fox special events contact, discusses plans for the merchandising tieup with Bantam's Maurie White, Tim Heram, and Jules Shapiro.



• Abe Goodman, right, 20th-Fox advertising director, sets up BLUE DENIM stars Carol Lynley and Brandon de Wilde for special photo layouts to be used in the campaign. Aiding is art department visualizer Harold Van Riel, and noted New York photographer Lester Krauss awaits the set-up.

## PHILADELPHIA

(Continued from page 23)

MGM Pictures. First prize winners were Alan March and Walter Valverdi, of Discount Record Shop, Philadelphia, and Ray Meyer, manager, SW Boyd . . . Eddie Potash continues as buyer and booker and supervisor, as well as personal assistant to Neil Hellman. Irwin Ullman is general manager of the Lincoln and Andalusia Drive-Ins. . . . John Roach, manager, SW Stanley, has been promoted to a district manager for the circuit. Larry Graver, manager, SW Lane, succeeds Roach at the SW Stanley, while Herman Comer, SW Logan, moves up to the SW Lane . . . Jim Clark, Clark Transfer head, is recuperating nicely and resting at his farm . . . Hirsh Amusements' Century and Spruce were sued by the major companies in Common Pleas Court on charges of under-reporting admissions. Damages of over \$5,000 are being sought by each of seven distributors . . . Frank J. Damis, vice president, Stanley Warner Theatres, signed for MGM's "Ben Hur" for the local SW Boyd.

## PITTSBURGH

Variety Club, Tent 1, played host to the participants in the Western Open golf championship at the Pittsburgh Field House . . . Gabe Rubin's Fairground Drive-In, adjoining South Park Fairgrounds, opened to very satisfactory business. Said to be the first drive-in in the country equipped with Bauer-NTS 70/35 mm. projectors, the Fairground can present both conventional and special process films to a capacity of more than 1000 cars. . . . Eight-year-old Tommy Moriarity, son of the Cinerama auditor, was in Shady-side Hospital for an operation . . . Jack Ellstrom, former 20th Century-Fox booker, is back in town after a few weeks with a Florida circuit. . . . It was the sixth child, a daughter, Bonnie Lyn, for the Chester DeMarshes, drive-in owners of Grove City and Butler . . . Arthur Manson, Cinerama publicity man here prior to his promotion as national ad-pub director, was in Singapore for July 28th opening of the wide-screen process there . . . Ralph Buring, 20th Century-Fox publicity director for Pittsburgh and Buffalo, will headquarter here. . . . Max Kleckner, editor of the Variety Club newspaper, and a former weekly publisher, has

become a customer's man for a brokerage house.

## PORTLAND

Warren Schee, 20th Century-Fox representative, was in town working on "The Diary of Anne Frank," due at Orpheum. . . . Allied Artists held an exhibitor's screening of "The Big Circus," reopening the exchange in the Star Film Exchange, here. . . . Rex Hopkins, Orpheum, made effective use of a horse and rider here to promote "The Horse Soldiers." The rider was costumed and rode through the downtown area. . . . Mrs. Lillian Learman, 70, veteran theatrical wardrobe mistress and customer, died here recently.

## ST. LOUIS

The Roxy, Coulterville, Ill., has been reopened under the management of Vernan Holtz . . . The Sikeston Drive-In, Sikeston, Mo., owned and operated by Mrs. O. W. McCutcheon, Blytheville, Ill., had its delayed reopening for the season. Several weeks ago the big screen tower was damaged by a tornado . . . The Liberty, Murphysboro, Ill., has been closed by Jim Marlow . . . The Circle, Golconda, Ill., was closed by lessee Mrs. Lelia Whiteside . . . A picnic for everyone associated with the local film industry will be held at the Hillcrest Country Club on Aug. 17 . . . Condolences to Tommy Williamson, associate general manager, Bloomer Amusement Company, Belleville, Ill., upon the death of his father in Paragould, Ark. . . . Gene Beckham, a salesman for National Screen Service here for the past eight years, has been transferred to Philadelphia, where he will handle the Baltimore-Washington territory . . . Nellie Kropp, wife of Lester Kropp, co-general manager, Fred Wehrenberg Theatres, and Maxine Haas, whose husband is local branch manager for Paramount, have opened the Vogue Card and Gift Shop in the southwestern section of the city . . . The Christopher, Ill., City Council voted to buy the former Globe.

## SALT LAKE CITY

The Davis Drive-In, Layton, Utah, has tied in with television station KSL-TV here and is offering free tickets through a guessing

game. The M.C. of Bar-S Weather Round Up makes personal appearances at the theatre . . . Laraine Day came "home" to Utah to attend Provo's annual Freedom Festival celebration. This is her first visit to her native Utah in 20 years . . . Roy Rogers was featured at a rodeo here.

## SAN ANTONIO

Viola Cleverdon, who is operating the Ritz, Eldorado, Okla., is back home from two weeks in a hospital at Wichita Falls, Tex., where she was treated for a ruptured disc in her back. . . . At a Premont, Tex., movie house the legend on the marquee stated: "Show Closed — Go See The Movie In Falfurrias." . . . R. A. Erickson, 47, owner and manager of the Tower Twin Drive In, Abilene, Tex., died in the Hendrick Memorial Hospital, recently. Erickson successfully led a court battle against city and county officials after the Taylor County Sheriff blocked an attempt to show "And God Created Woman" in May, 1958. . . . Earnest Roller has been named manager of the Cuero Drive-In, Cuero, Tex. Roller succeeds Bill Smith who has resigned to enter private industry in Odessa, Tex. . . . The new tower of the Pampa Drive-In, Pampa, Tex., is 50 x 70 feet. Paul West is the manager of the ozoner, which reopened recently. . . . Roland Duus, owner of the Coleman Drive-In, Coleman, Tex., cooperated with the members of the Beta Sigma Phi sorority in a fund raising idea. A crew of eight girls washed windshields of patrons as they entered the drive in to raise funds for local and state welfare projects the sorority aids. . . . A swimming pool has been installed in the 281 Drive-In, Hamilton, Tex. The pool has been installed in front of the screen. Loudspeakers are placed around the poolside and a life guard is on duty.

## SEATTLE

The local exchange concluded "United Artists Week," and hopes for a high national rating . . . Mr. and Mrs. Sid Dean returned from a California trip . . . Gary Dupen, is a new booker at Paramount . . . Michael Foreman, of United Theatres, was up from Los Angeles . . . Jack Dallas, formerly cashier, is now the new manager of United's Midway Drive-in. He replaces Ken Haines who returned to Colville to manage a fraternal club.



# SERVICE SECTION

THE CHECK-UP of all Features and Short Subjects  
as reviewed and compiled during the past 12 months

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 24 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVICE SECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issue of each August will always contain a complete annual index.

Combined, the yellow paper SERVICE SECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 246-48 N. Clarion St., Philadelphia 7, Penna.



JULY 22, 1959 SECTION TWO  
Vol. 62, No. 11

## FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

COM-Comedy	COMP-Compilation	MD-Melodrama	NOV-Novelty
CAR-Cartoon	D-Drama	MU-Musical	TRAV-Travelogue
	DOC-Documentary	W-Western	

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange or possible running time change. Abbreviations following running time indicate projection and color processes, such as

CS-CinemaScope	MC-MetroColor	SS-SuperScope	VV-VistaVision
DO-DeLuxe Color	NA-Naturama	TC-Technicolor	WC-WarnerColor
EC-Eastman Color	RE-Reissue	TE-Technirama	C-Other color
	RS-Regalscope	TR-Truocolor	

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and date of issue when MOTION PICTURE EXHIBITOR published the complete analytical review, plus an evaluation of the particular picture's box-office worth.

## ALLIED ARTISTS

### DISTRIBUTED DURING THE PAST 12 MONTHS

5828 ACCURSED, THE—MD-78m.—Donald Wolfelt, Jane Griffiths—4533 (11-26-58)—Okay programmer—English  
5905 AL CAPONE—MD-104m.—Rod Steiger, Fay Spain—4561 (2-25-59)—Well-done crime entry  
5904 ARSON FOR HIRE—MD-68m.—Steve Brodie, Lyn Thomas—4561 (2-25-59)—Routine lower half filler  
5907 BATTLE FLAME—MD-78m.—Scott Brady, Elaine Edwards—4593 (6-3-59)—Okay war programmer  
5914 BIG CIRCUS, THE—108½m.—(CS; TC)—Victor Mature, Red Buttons, Rhonda Fleming—4601 (7-1-59)—Colorful, entertaining circus yarn has names  
5902 COSMIC MAN, THE—MD-72m.—Bruce Bennett, Angela Greene—4553 (1-28-59)—Science fiction entry for the supporting slot  
CRIME AND PUNISHMENT, U. S. A.—D-96m.—George Hamilton, Mary Murphy—4605 (7-15-59)—For the art and specialty spots  
5916 FACE OF FIRE—MD-83m.—Cameron Mitchell, Bettye Ackerman—4605 (7-15-59)—Interesting programmer—Swedish-made  
5812 CRY BABY KILLER, THE—MD-62m.—Harry Lauter, Carolyn Mitchell—4497 (8-6-58)—Juvenile delinquency tale for lower half  
5824 FRANKENSTEIN—1970—MD-83m.—(CS)—Boris Karloff, Jana Lund—4525 (10-29-58)—Adult horror programmer has Karloff name  
5903 GIANT BEHEMOTH, THE—MD-79m.—Gene Evans, Andre Morell—4573 (4-8-59)—Good science fiction—England  
5901 HOUSE ON HAUNTED HILL—MD-75m.—Vincent Price, Carol Ohmart—4545 (12-24-58)—Okay ghost, horror entry  
5825 HOT CAR GIRL—MD-71m.—Richard Bakalyan, June Kenney—4497 (8-6-58)—For lower half  
5832 IN-BETWEEN AGE—MU-78m.—Terry Dene, Mary Steele—4505 (9-3-58)—British rock 'n' roll dualler—England  
5839 JOHNNY ROCCO—MD-84m.—Richard Eyer, Stephen McNally, Coleen Gray—4541 (12-10-58)—Good programmer  
5813 JOY RIDE—D-64½m.—Rod Fulton, Ann Doran—4533 (11-26-58)—Interesting programmer  
5831 LEGION OF THE DOOMED—75m.—Bill Williams, Dawn Richard—4533 (11-26-58)—Foreign Legion entry for lower half  
5830 LITTLEST HOBO, THE—D-77m.—Buddy Hart, Wendy Stuart—4513 (9-17-58)—Good show for the younger set  
5826 QUEEN OF OUTER SPACE—MD-79½m.—(CS; DC)—Zsa Zsa Gabor, Eric Fleming—4513 (9-17-58)—Okay science fiction entry  
5837 REVOLT IN THE BIG HOUSE—MD-79m.—Gene Evans, Arlene Hunter—4529 (11-12-58)—Good prison story  
5820 SNOWFIRE—W-73m.—(C)—Don Megowan, Molly McGowan—4501 (8-20-58)—Good entry for the youngsters  
5910 SPEED CRAZY—MD-75m.—Brett Halsey, Yvonne Lime—4593 (6-3-59)—For the lower half  
5819 SPY IN THE SKY—MD-74m.—Steve Brodie, Andrea Domburg—4505 (9-3-58)—International intrigue programmer  
5822 UNWED MOTHER—D-74m.—Norma Moore, Robert Vaughn—4533 (11-26-58)—Well-made program entry  
5836 WOLF LARSEN—MD-83m.—Barry Sullivan, Gita Hall—4529 (11-12-58)—Good programmer

### COMING FEATURES IN ORDER OF RELEASE

May LITTLE RASCALS VARIETIES—Compilation  
June KING OF THE WILD STALLIONS—(CS; DC)—George Montgomery, Diane Brewster  
July THE REBEL SET—Gregg Palmer, Kathleen Crowley  
July SURRENDER HELL—Keith Andes, Susan Cabot

### COMING

ATOMIC SUBMARINE—Arthur Franz, Dick Foran  
BAT, THE—Vincent Price, Agnes Moorehead  
CALLING NORTH POLE—(CS; C)—Curt Jurgens, Dawn Addams  
WEB OF EVIDENCE—Van Johnson, Vera Miles

## AMERICAN INTERNATIONAL

### DISTRIBUTED DURING THE PAST 12 MONTHS

ATTACK OF THE PUPPET PEOPLE—MD-78m.—John Agar, June Kenney—4501 (8-20-58)—Okay programmer  
BRAIN EATERS, THE—MD-60m.—Edwin Nelson, Joanna Lee—4541 (12-10-58)—Routine science fiction  
COOL AND THE CRAZY—MD-76m.—Scott Marlowe, Gigi Perreau—4521 (10-15-58)—Teenage dope meller  
DRAGSTRIP RIOT—MD-87m.—Gary Clarke, Yvonne Lime—4521 (10-15-58)—Teenage dualler  
HELL SQUAD—MD-84m.—Wally Compo, Brandon Carroll—4517 (10-1-58)—Program war meller  
HIGH SCHOOL HELLCATS—MD-70m.—Yvonne Lime, Bret Halsey—4525 (10-29-58)—Teenage problem programmer  
HORRORS OF THE BLACK MUSEUM—MD-95m.—(CS; EC)—Michael Gough, June Cunningham—4577 (4-22-59)—Well made horror entry—England  
HOT ROD GANG—CMU—72m.—John Ashley, Jody Fair, Gene Vincent—4525 (10-29-58)—Rock 'n' roll programmer  
HOW TO MAKE A MONSTER—MD-75m.—(Partly color)—Robert H. Harrie—4541 (12-10-58)—Okay horror meller  
NIGHT OF THE BLOOD BEAST—65m.—Michael Emmet, Angela Greene—4533 (11-26-58)—Minor science fiction entry  
OPERATION DAMES—MD-74m.—Eve Meyer, Chuck Henderson—4593 (6-3-59)—For the duallers  
PARATROOP COMMAND—D-83m.—Richard Bakalyan, Carolyn Hughes—4565 (3-11-59)—Effective war programmer  
SCREAMING SKULL, THE—MD-70m.—John Hudson, Peggy Webber—4545 (12-24-58)—Okay for the horror program  
SHE GODS OF SHARK REEF—MD-63m.—(C)—Don Durant, Lisa Montell—4534 (11-26-58)—Okay novelty programmer—Made in Hawaii  
SPIDER, THE—MD-72m.—Ed Kemmer, June Kenney—4525 (10-29-58)—Average horror entry  
SUBMARINE SEAHAWK—D-77m.—John Bentley, Brett Halsey—4565 (3-11-59)—Typical sub story for program  
TANK BATTALION—MD-80m.—Don Kelly, Barbara Luna—4517 (10-1-58)—For the lower half  
TANK COMMANDOS—MD-81m.—Robert Barron, Maggie Lawrence—4593 (6-3-59)—Program war meller

## . . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classifications of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; B—Objectionable in Part for All; C—Condemned; SC—Separate Classification, follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

### A

Accursed, The . . . . .	A2	AA
Affairs of Julie, The . . . . .		For.
Al Capone . . . . .	A3	AA
Alaskan Passage . . . . .	B	Fox
Alias Jesse James . . . . .	A1	UA
All God's Children . . . . .		WB
Alligator People, The . . . . .		Fox
Anatomy of a Murder . . . . .	SC	Col.
Andy Hardy Comes Home . . . . .	A1	MGM
Angry Hills, The . . . . .	A3	MGM
Anna Lucasta . . . . .	A1	UA
Apache Territory . . . . .	A1	Col.
Appointment with a Shadow . . . . .	A2	UI
Arson for Hire . . . . .	A2	AA
As Young as We Are . . . . .	A3	Par.
Ask Any Girl . . . . .	A3	MGM
Atomic Submarine . . . . .		AA
Attack of the Puppet People . . . . .	A1	AI
Auntie Mame . . . . .	A3	WB

## PLEASE NOTE . . .

This yellow paper SERVICE SECTION is corrected, re-edited, and brought up to date every second week;—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF



## B

Bad Girl.....	For.
Bandit of Zohbe, The.....	A1 Col.
Barbarian and the Geisha, The.....	A1 Fox
Bat, The.....	AA
Battle Flame.....	A1 AA
Battle of the Coral Sea.....	Col.
Beat Generation, The.....	B MGM
Bell, Book and Candle.....	A3 Col.
Ben Hur.....	MGM
End of the River—RE.....	A1 U-I
Best of Everything, The.....	Fox
Big Barrier, The.....	For.
Big Circus, The.....	A1 AA
Big Country, The.....	A2 UA
Big Fisherman, The.....	A1 Misc.
Big Operator, The.....	MGM
Black Orchid, The.....	A1 Par.
Blob, The.....	A2 Par.
Blood of Bataan.....	For.
Blood of the Vampire.....	B UI
Blue Angel, The.....	Fox
Blue Denim.....	Fox
Born Reckless.....	B WB
Born to Be Loved.....	A2 U-I
Brain Eaters, The.....	A2 A-I
Bramble Bush, The.....	WB
Buccaneer, The.....	A1 Par.
Buchanan Rides Alone.....	A1 Col.
But Not for Me.....	Par.

## C

Caine Mutiny, The—RE.....	A1 Col.
Call Girls.....	For.
Calling North Pole.....	AA
Captain from Kopenick, The.....	A1 For.
Career.....	Par.
Cash McCall.....	WB
Cast A Long Shadow.....	UA
Cat, The.....	For.
Cat on a Hot Tin Roof.....	A3 MGM
Certain Smile, A.....	A3 Fox
China Doll.....	A3 UA
Circle, The.....	For.
Circus of Love.....	For.
City of Fear.....	A2 Col.
Comanche Station.....	Col.
Computation.....	A3 Fox
Condemned Patrol.....	Fox
Contraband Spain.....	For.
Cool and The Crazy.....	A3 A-I
Cop Hater.....	B UA
Cosmo Man, The.....	A1 AA
Cosmic Monsters, The.....	A2 For.
Count Your Blessings.....	A3 MGM
Counterplot.....	UA
Crawling Eye, The.....	A2 For.
Crime and Punishment U. S. A.....	A3 AA
Crimson Kimono, The.....	Col.
Cry Baby Killer, The.....	A2 AA
Cry from the Streets, A.....	A2 For.
Cry Tough.....	UA
Curse of the Faceless Man, The.....	A2 UA
Curse of the Undead.....	U-I

## D

Daddy-O.....	B A-I
Damn Yankees.....	A3 WB
Dangerous Exile.....	A1 For.
Darby O'Gill and the Little People.....	A1 Misc.
Date With Death, A.....	Misc.
Day of the Outlaw.....	A3 UA
Deadly Decision.....	For.
Decks Ran Red, The.....	A3 MGM
Defiant Ones, The.....	A3 UA
Devil's Disciple, The.....	UA
Diary of Anne Frank.....	A1 Fox
Diary of a High School Bride.....	A1
Doctor's Dilemma, The.....	A3 MGM
Dog of Flanders, A.....	Fox
Don't Give Up The Ship.....	A3 Par.
Dragstrip Girl.....	A1
Dragstrip Riot.....	B A-I
Dreaming Lips.....	For.
Dunkirk.....	A1 MGM

## E

Eighth Day of the Week, The.....	B For.
Elephant Gun.....	For.
Embezzled Heaven.....	A1 For.
Enchanted Island.....	A2 WB
Escort West.....	A1 UA

## F

Face of Fire.....	A1 AA
Face of a Fugitive.....	A2 Col.
FBI Story, The.....	WB
Fearmakers, The.....	A2 UA
Fiend Who Walked the West, The.....	B Fox

TEENAGE CAVEMAN—MD-65m.—Robert Vaughn, Leslie Bradley—4541 (12-10-58)—For the lower half  
TERROR FROM THE YEAR 5,000—MD-74m.—Ward Costello, Joyce Holden—4541 (12-10-58)—Lower half horror thriller  
WAR OF THE COLOSSAL BEAST—MD-68m.—Sally Fraser, Dean Parkin—4501 (8-20-58)—Fair exploitation programmer

## TO BE REVIEWED

DADDY-O—Dick Contino, Sandra Giles  
DIARY OF A HIGH SCHOOL BRIDE—Anita Leigh  
DRAGSTRIP GIRL—Fay Spain  
GHOST IN THE HOUSE—Hot Rod Gang  
GHOST OF DRAGSTRIP HOLLOW—Jody Fair, Russ Bender  
HEADLESS GHOST, THE—(CS)—Richard Lyon, Lilliane Sottano  
JAILBREAKERS, THE—Robert Hutton, Mary Castle  
REFORM SCHOOL GIRL—Edd "Kookie" Byrnes  
ROAD RACERS—Joel Laurence, Sally Fraser  
SIGN OF THE GLADIATOR—(CS; C)—Anita Ekberg, Georges Marchall

## COLUMBIA

## DISTRIBUTED DURING THE PAST 12 MONTHS

314	ANATOMY OF A MURDER—D-160m.—James Stewart, Lee Remick—4601 (7-1-59)—Superior entertainment
333	APACHE TERRITORY—W-75m.—(EC)—Rory Calhoun, Barbara Bates—4513 (9-17-58)—Okay action programmer
333	BANDIT OF ZHOBE, THE—MD-80m.—(CS; TC)—Victor Mature, Anne Aubrey—4565 (3-11-59)—Familiar desert action programmer
319	BELL, BOOK, AND CANDLE—C-103m.—(TC)—James Stewart, Kim Novak—4526 (10-29-58)—Cute comedy has lots to offer
309	BUCHANAN RIDES ALONE—W-78m.—(C)—Randolph Scott, Craig Stevens—4505 (9-3-58)—Good western for the program
309	CAINE MUTINY, THE—D-125m.—Humphrey Bogart, May Wynn—4573 (4-8-59)—For the bigger money—Reissue
328	CITY OF FEAR—MD-81m.—Vince Edwards, Patricia Blair—4549 (1-14-59)—Interesting programmer
338	FACE OF A FUGITIVE—W-81m.—(EC)—Fred MacMurray, Dorothy Green—4581 (5-6-59)—Good western for program
330	FORBIDDEN ISLAND—MD-66m.—(C)—Jon Hall, Nan Adams—4557 (2-11-59)—Undersea yarn for lower half
313	GHOST OF THE CHINA SEA—MD-79m.—David Brian, Lynn Bernay—4505 (9-3-58)—Strictly lower half fare
327	GIDEON OF SCOTLAND YARD—MD-91m.—Jack Hawkins, Anna Lee—4553 (1-28-59)—Satisfactory detective story for program—England
332	GIDGET—C-95m.—(CS; EC)—Sandra Dee, James Darren—4569 (3-25-59)—Entertaining, fun-filled entry
332	GILDA—D-110m.—Rita Hayworth, Glenn Ford—4577 (4-22-59)—Well-made drama with music should get the business—Re.
323	GOOD DAY FOR A HANGING—W-85m.—(EC)—Fred MacMurray, Maggie Hayes—4545 (12-24-58)—Average western
331	GUNMEN FROM LAREDO—W-67m.—(C)—Robert Knapp, Jana Davi—4561 (2-25-59)—Mediocre western for the program
344	H-MAN, THE—MD-79m.—(CS; EC)—Japanese cast—4593 (6-3-59)—Good horror entry—Dubbed in English—Japanese made
339	HEY BOY! HEY GIRL!—MU-81m.—Louis Prima, Keely Smith—4577 (4-22-59)—Enjoyable romp for pop music fans
343	IT HAPPENED TO JANE—C-98m.—(EC)—Doris Day, Jack Lemmon—4577 (4-22-59)—Highly entertaining comedy
334	JUKE BOX RHYTHM—MU-81m.—Jo Morrow, Jack Jones—4569 (3-25-59)—Pop music bonanza for the younger set
315	KILL HER GENTLY—MD-73m.—Griffith Jones, Maureen Connell—4517 (10-1-58)—Program filler—England
325	LAST BLITZKRIEG, THE—MD-84m.—Van Johnson, Kerwin Mathews—4545 (12-24-58)—Interesting war film
316	LAST HURRAH, THE—CD-121m.—Spencer Tracy, Dianne Foster—4521 (10-15-58)—High rating entertainment
316	LEGEND OF TOM DOOLEY—MD-79m.—Michael Landon, Jo Morrow—4601 (7-1-59)—Program meller based on popular fo song
321	MAN INSIDE, THE—MD-89m.—Jack Palance, Anita Ekberg—4529 (11-12-58)—Okay adventure yarn
310	MAN IN THE SADDLE—W-87m.—Randolph Scott, Joan Leslie—4581 (5-6-59)—Outdoor show has names to help—Reissue
310	ME AND THE COLONEL—CD-109m.—Danny Kaye, Nicole Maurey—4506 (9-3-58)—Highly entertaining entry
322	MIDDLE OF THE NIGHT—D-116m.—Kim Novak, Fredric March—4585 (5-20-59)—Absorbing drama has top names.
322	MURDER BY CONTRACT—D-81m.—Vince Edwards—4542 (12-10-58)—Well done crime story
317	MURDER REPORTED—MD-58m.—Paul Carpenter, Melissa Stribling—4526 (10-29-58)—Lower half filler—England
317	ON THE WATERFRONT—MD-108m.—Marlon Brando, Eva Marie Saint—4573 (4-8-59)—Rugged meller rates with the best—Reissue
326	PORGY AND BESS—OPERA-146m.—(Todd-AO; TC)—Sidney Poitier, Dorothy Dandridge—4602 (7-1-59)—Superior entertai ment—Goldwyn
326	RIDE LONESOME—W-73m.—(CS; C)—Randolph Scott, Karen Steele—4557 (2-11-59)—Good western
324	SANTA FE—W-88m.—Randolph Scott, Janis Carter—4581 (5-6-59)—Good outdoor show—Reissue
324	SENIOR PROM—MU-82m.—Jill Corey, Paul Hampton—4546 (12-24-58)—Excellent, tune-filled entry should have wide appeal
320	SEVENTH VOYAGE OF SINBAD, THE—FAN-89m.—(TC; D Y)—Kerwin Mathews, Kathryn Grant—4534 (11-26-58)—High rating fantasy of Arabian Nights type
307	TANK FORCE—MD-86m.—(CS; TC)—Victor Mature, Luciana Paluzzi—4506 (9-3-58)—African War action for the program—Enga
318	TARAWA BEACHHEAD—MD-77m.—Kerwin Mathews, Julie Adams—4529 (11-12-58)—Satisfactory programmer of Marines i action
329	TWO-HEADED SPY, THE—MD-93m.—Jack Hawkins, Gia Scala—4546 (12-24-58)—Good programmer—England
342	VERBOTEN—MD-87m.—James Best, Susan Cummings—4571 (3-25-59)—Interesting program entry
345	WOMAN EATER, THE—MD-70m.—George Coulouris, Vera Day—4597 (6-17-59)—Mediocre horror entry for program—Englan
311	WHOLE TRUTH, THE—MD-84m.—Stewart Granger, Donna Reed—4506 (9-3-58)—Average whodunit for the program—Englan
337	YOUNG LAND, THE—W-89m.—(T)—Pat Wayne, Yvonne Craig—4577 (4-22-59)—New faces spark western

## COMING FEATURES IN ORDER OF RELEASE

Aug. 30 FT. BRIDE OF CANDY ROCK, THE—Lou Costello, Dorothy Provine  
Aug. HAVE ROCKET, WILL TRAVEL—Three Stooges, Anna-Lisa

## COMING

BATTLE OF THE CORAL SEA—Cliff Robertson, Gia Scala  
COMANCHE STATION—(CS; C)—Randolph Scott, Nancy Gates  
CRIMSON KIMONO, THE—Victoria Shaw, James Shigeta  
FLYING FONTAINES, THE—(C)—Michael Callan, Evy Norlund  
FRANZ LISZT STORY, THE—(CS; C)—Dirk Bogarde, Genevieve Page  
IDOL ON PARADE—William Bendix, Anne Aubrey—England  
KILLERS OF THE KILIMANJARO—(CS; EC)—Robert Taylor, Anne Aubrey  
LAST ANGRY MAN, THE—Paul Muni, Betsy Palmer  
MAN ON A STRING—Ernest Borgnine, Coleen Dewhurst  
MOUNTAIN ROAD, THE—James Stewart, Lisa Lu  
MOUSE THAT ROARED, THE—Jean Seberg, Peter Sellers—England  
ONCE MORE WITH FEELING—(TC)—Yul Brynner, Kay Kendall  
OUR MAN IN HAVANA—(CS)—Alec Guinness, Maureen O'Hara  
RIM OF THE CANYON—(CS; C)—Cornel Wilde, Victoria Shaw  
SUDDENLY LAST SUMMER—Elizabeth Taylor, Montgomery Clift  
THEY CAME TO CORDURA—(CS; C)—Gary Cooper, Rita Hayworth, Van Heflin  
THOUSAND AND ONE ARABIAN NIGHTS—(TC)—UPA Cartoon feature  
TINGLER, THE—Vincent Price, Judith Evelyn  
YESTERDAY'S ENEMY—Stanley Baker—England

## MGM

## DISTRIBUTED DURING THE PAST 12 MONTHS

916	ASK ANY GIRL—98m.—(CS; MC)—David Niven, Shirley MacLaine, Gig Young—4585 (5-20-59)—Highly amusing comedy
832	ANDY HARDY COMES HOME—CD-78m.—Mickey Rooney, Patricia Breslin—4498 (8-6-58)—Welcome return of popular family series
921	ANGRY HILLS, THE—MD-105m.—(CS)—Robert Mitchum, Elisabeth Mueller—4594 (6-3-59)—Program meller of Greek resistance movement during World War II
923	BEAT GENERATION, THE—MD-95m.—(CS)—Steve Cochran, Mamie Van Doren—4602 (7-1-59)—Offbeat cops and robbers tale
901	CAT ON A HOT TIN ROOF—D-108m.—(MC)—Elizabeth Taylor, Paul Newman—4506 (9-3-58)—Well-made filmization of play
919	COUNT YOUR BLESSINGS—CD-102m.—(CS; MC)—Deborah Kerr, Rossano Brazzi—4573 (4-8-59)—Entertaining
903	DECKS RAN RED, THE—D-83m.—James Mason, Dorothy Dandridge—4517 (10-1-58)—Well-made, suspense shocker
909	DOCTOR'S DILEMMA, THE—98m.—(EC)—Leslie Caron, Dirk Bogarde—4546 (12-24-58)—Good for the art spots—England
902	DUNKIRK—D-113m.—John Mills, Robert Urquhart—4506 (9-3-58)—Well-made war film—England
915	FIRST MAN INTO SPACE—MD-77m.—Marshall Thompson, Marla Landi—4557 (2-11-59)—Okay science fiction for the program
914	GREEN MANSIONS—D-101m.—(CS; MC)—Audrey Hepburn, Anthony Perkins—4569 (3-25-59)—Moderately entertaining
910	JOURNEY, THE—D-125m.—(TC)—Deborah Kerr, Yul Brynner—4557 (2-11-59)—Exciting entertainment
912	MATING GAME, THE—C-96m.—(CS; MC)—Debbie Reynolds, Tony Randall—4561 (2-25-59)—Highly amusing comedy
920	MYSTERIANS, THE—MD-85m.—(CS; EC)—Japanese cast—4585 (5-20-59)—Good Japanese science fiction thriller—Made in Japan
911	NIGHT OF THE QUARTER MOON—D-96m.—(CS)—Julie London, John Drew Barrymore—4558 (2-11-59)—Off-beat, interesting drama
922	NORTH BY NORTHWEST—D-137m.—(VV; TC)—Cary Grant, Eva Marie Saint—4602 (7-1-59)—High rating, entertaining Hitchcock entry

## MOTION PICTURE EXHIBITOR



- 13 NOWHERE TO GO—MD-89m.—George Nader—4565 (3-11-59)—For the lower half—England  
15 PARTY GIRL—MD-99m.—(CS; MC)—Robert Taylor, Cyd Charisse—4526 (10-29-58)—Plush gangster meller is action-packed  
16 RELUCTANT DEBUTANTE, THE—C-94m.—(CS; MC)—Rex Harrison, Kay Kendall—4498 (8-6-58)—Entertaining, light-weight comedy  
18 SOME CAME RUNNING—D-136m.—(CS; MC)—Frank Sinatra, Dean Martin—4546 (12-24-58)—Highly interesting and should draw  
14 TORPEDO RUN—MD-98m.—(CS; MC)—Glenn Ford, Diane Brewster—4526 (10-29-58)—Good submarine entry  
17 TOM THUMB—FAN-98m.—(TC)—Russ Tamblyn, June Thorburn—4534 (11-26-58)—High rating entertainment, especially for youngsters—England  
16 TUNNEL OF LOVE, THE—C-98m.—(CS)—Doris Day, Richard Widmark—4521 (10-15-58)—Highly entertaining comedy for adults  
18 WATUSI—MD-85m.—(TC)—George Montgomery, Taina Elg—4578 (4-22-59)—Okay programmer  
17 WORLD, THE FLESH AND THE DEVIL, THE—D-95m.—(CS)—Harry Belafonte, Inger Stevens—4573 (4-8-59)—Unusual highly interesting drama

COMING FEATURES IN ORDER OF RELEASE

- ig. BIG OPERATOR, THE—Mickey Rooney, Mamie Van Doren  
ig. SCAPEGOAT, THE—Alec Guinness, Bette Davis  
pt. FOR THE FIRST TIME—(TC)—Marlo Lanza, Zsa Zsa Gabor  
pt. TARZAN, THE APE MAN—(C)—Denny Miller

COMING

- BEN HUR—(Camera 65 MC)—Charlton Heston, Jack Hawkins  
GIRLS' TOWN—Mamie Van Doren, Mel Torme  
HOME FROM THE HILL—(CS; MC)—Robert Mitchum, Eleanor Parker  
HOUSE OF THE SEVEN HAWKS, THE—(CS; MC)—Robert Taylor, Nicole Maurey  
IT STARTED WITH A KISS—(CS; MC)—Glenn Ford, Debbie Reynolds  
LAST VOYAGE, THE—(MC)—Robert Stack, Dorothy Malone  
LIBEL—Dirk Bogarde, Olivia DeHavilland—England  
NEVER SO FEW—(CS; MC)—Frank Sinatra, Gina Lollobrigida  
TIME MACHINE, THE—(EC)—Rod Taylor, Yvette Mimieux  
WRECK OF THE MARY DEARE, THE—(CS; C)—Gary Cooper, Charlton Heston

ARAMOUNT

DISTRIBUTED DURING THE PAST 12 MONTHS

- 04 AS YOUNG AS WE ARE—D-76m.—Robert Harland, Pippa Scott—4513 (9-17-58)—Satisfactory drama with teen appeal  
13 BLACK ORCHID, THE—D-96m.—Sophia Loren, Anthony Quinn—4553 (1-28-59)—Fine, entertaining drama  
01 BLOB, THE—MD-85m.—(DC)—Steven McQueen, Aneta Corsaut—4513 (9-17-58)—Okay science fiction programmer  
09 BUCCANEER, THE—D-121m.—(VV; TC)—Yul Brynner, Claire Bloom—4546 (12-24-58)—Well-made spectacle has names to help  
20 DON'T GIVE UP THE SHIP—C-89m.—Jerry Lewis, Dina Merrill—4594 (6-3-59)—Amusing Lewis entry  
23 FIVE PENNIES, THE—MUCD-117m.—(TC; VV)—Danny Kaye, Barbara Bel Geddes—4581 (5-6-59)—Solid entertainment  
08 GEISHA BOY, THE—C-98m.—(TC)—Jerry Lewis, Marie McDonald—4534 (11-26-58)—Moderately amusing Jerry Lewis entry  
18 HANGMAN, THE—W-86m.—Robert Taylor, Tina Louise—4578 (4-22-59)—Western has angles  
06 HOUSEBOAT—CD-112m.—(VV; TC)—Gary Grant, Sophia Loren—4514 (9-17-58)—Highly entertaining entry  
07 HOT ANGEL, THE—MD-73m.—Jackie Loughery, Edward Kemmer—4542 (12-10-58)—Actionful programmer  
02 I MARRIED A MONSTER FROM OUTER SPACE—MD-78m.—Tom Tryon, Gloria Talbott—4522 (10-15-58)—Okay science fiction entry  
21 LAST TRAIN FROM GUN HILL, THE—W-94m.—(T; VV)—Kirk Douglas, Carolyn Jones—4578 (4-22-59)—Suspenseful, big scale western  
MAN WHO COULD CHEAT DEATH, THE—MD-83m.—(TC)—Anton Diffring, Hazel Court—4602 (7-1-59)—Better than average horror meller—England  
736 MATCHMAKER, THE—CD-100m.—(VV)—Shirley Booth, Anthony Perkins—4498 (8-6-58)—Humorous entry for discriminating audiences  
303 PARTY CRASHERS, THE—MD-78m.—Mark Damon, Connie Stevens—4514 (9-17-58)—Teen-age programmer  
1515 PLACE IN THE SUN, A—D-122m.—Montgomery Clift, Elizabeth Taylor—4562 (2-25-59)—High rating new version of Theodore Dreiser's "An American Tragedy"—Reissue  
1519 SHANE—W-117m.—(TC)—Alan Ladd, Jean Arthur—4574 (4-8-59)—Powerful outdoor show—Reissue  
1516 STALAG 17—CD-120m.—William Holden, Don Taylor—4562 (2-25-59)—Comedy drama of prison war camp is headed for better grosses—Reissue  
TARZAN'S GREATEST ADVENTURE—MD-88m.—(EC)—Gordon Scott, Sara Shane—4597 (6-17-59)—Good series entry should please  
814 TEMPEST—MD-125m.—(TE; TC)—Silvana Magano, Van Heflin—4553 (1-28-59)—Exciting spectacle  
817 THUNDER IN THE SUN—W-81m.—(EC)—Susan Hayward, Jeff Chandler—4574 (4-8-59)—Off-beat entry has angles  
810 TOKYO AFTER DARK—D-80m.—Michl Kobl, Richard Long—4547 (12-24-58)—Fair programmer  
811 TRAP, THE—MD-84m.—(TC)—Richard Widmark, Tina Louise—4554 (1-28-59)—Interesting, name-packed action drama  
805 WHEN HELL BROKE LOOSE—D-78m.—Charles Bronson, Violet Rensing—4526 (10-29-58)—Interesting, effective programmer  
812 YOUNG CAPTIVES, THE—MD-61m.—Steven Marlo, Luana Patten—4558 (2-11-59)—Excellent programmer

COMING

- BUT NOT FOR ME—(VV)—Clark Gable, Carroll Baker  
CAREER—Dean Martin, Shirley MacLaine  
HELLER WITH A GUN—(TC)—Sophia Loren, Anthony Quinn  
JAYHAWKERS, THE—(VV; TC)—Jeff Chandler, Nicole Maurey  
LI'L ABNER—(TC)—Peter Palmer, Leslie Parrish  
OLYMPIA—Sophia Loren, John Gavin  
ONE-EYED JACKS—(VV; TC)—Marlon Brando, Katy Jurado  
SAVAGE INNOCENTS—(TE)—Anthony Quinn, Yoko Tani  
THAT KIND OF WOMAN—Sophia Loren, Tab Hunter  
TOUCH OF LARCENY—James Mason, Vera Miles—England  
VISIT TO A SMALL PLANET, A—Jerry Lewis, Joan Blackman

20TH CENTURY FOX

DISTRIBUTED DURING THE PAST 12 MONTHS

- 908 ALASKA PASSAGE—MD-72m.—(CS)—Bill Williams, Nora Hayden—4558 (2-11-59)—Adult programmer  
ALLIGATOR PEOPLE, THE—MD-74m.—(CS)—Beverly Garland, George Macready—4605 (7-15-59)—Satisfactory horror entry for the program  
835 BARBARIAN AND THE GEISHA, THE—D-105m.—(CS; DC)—John Wayne, Eiko Ando—4517 (10-1-58)—Interesting, lavish historical saga  
830 CERTAIN SMILE, A—D-106m.—(CS; DC)—Rossano Brazzi, Joan Fontaine—4498 (8-6-58)—Interesting, colorful tale of a young girl in love  
915 COMPULSION—D-103m.—(CS)—Orson Welles, Diane Varsi—4558 (2-11-59)—Absorbing, well-made dramatic entertainment  
DIARY OF ANNE FRANK, THE—D-170m.—(CS)—Millie Perkins, Joseph Schildkraut—4569 (3-25-59)—High rating dramatic entry  
831 FIEND WHO WALKED THE WEST, THE—W-100m.—(CS)—Hugh O'Brian, Robert Evans, Dolores Michaels—4506 (9-3-58)—Suspenseful, brutal western  
843 FRONTIER GUN—W-70m.—(RS)—John Agar, Joyce Meadows—4530 (11-12-58)—Lower half western  
832 HARRY BLACK AND THE TIGER—MD-107m.—(CS; DC)—Stewart Granger, Barbara Rush—4514 (9-17-58)—Interesting adventure yarn  
920 HERE COME THE JETS—MD-71m.—Steve Brodie, Lyn Thomas—4594 (6-3-59)—Okay programmer  
HOLIDAY FOR LOVERS—CD-102m.—(CS; DC)—Clifton Webb, Jane Wyman—4605 (7-15-59)—Attractive romantic comedy-drama  
905 I MOBSTER—MD-80m.—(CS)—Steve Cochran, Lita Milan—4549 (1-14-59)—Good gangster tale for the program  
837 IN LOVE AND WAR—D-111m.—(CS; DC)—Robert Wagner, Dana Wynter—4527 (10-29-58)—Well-made entry has good potential  
901 INN OF THE SIXTH HAPPINESS, THE—D-153m.—(CS; DC)—Ingrid Bergman, Curt Jurgens—4535 (11-26-58)—Superior entertainment  
907 INTENT TO KILL—D-89m.—(CS)—Richard Todd, Betsy Drake—4542 (12-10-58)—Good programmer  
833 HUNTERS, THE—MD-108m.—(CS; DC)—Robert Mitchum, May Britt—4502 (8-20-58)—Interesting yarn of Air Force in action  
913 LITTLE SAVAGE—MD-69m.—Pedro Armendariz, Terry Rangno—4570 (3-25-59)—Lower half filler  
911 LONE TEXAN—W-76m.—(RS)—Willard Parker, Audrey Dalton—4554 (1-28-59)—Okay western  
864 MARK OF ZORRO, THE—MD-93m.—(RE)—Tyrone Power, Linda Darnell—4530 (11-12-58)—"Zorro" popularity plus name should see it through  
839 MARDI GRAS—MU-107m.—(CS; DC)—Pat Boone, Christine Carere—4535 (11-26-58)—Enjoyable entertainment  
841 NICE LITTLE BANK THAT SHOULD BE ROBBED, A—C-87m.—(CS)—Tom Ewell, Dina Merrill—4547 (12-24-58)—Fair comedy  
904 RALLY 'ROUND THE FLAG BOYS—C-106m.—(CS; DC)—Paul Newman, Joanne Woodward—4549 (1-14-59)—Cute, highly amusing comedy  
909 REMARKABLE MR. PENNYPACKER, THE—88m.—(CS; DC)—Clifton Webb, Dorothy McGuire—4554 (1-28-59)—Entertaining, lmoudent comedy  
RETURN OF THE FLY, THE—MD-80m.—(CS)—Vincent Price, Danielle De Mezt—4606 (7-15-59)—Exploitable horror entry  
842 ROOTS OF HEAVEN, THE—MD-124m.—(CS; DC)—Errol Flynn, Juliette Greco, Trevor Howard—4527 (10-29-58)—Off-beat entry merits attention  
912 SAD HORSE, THE—D-78m.—(CS; DC)—David Ladd, Patrice Wynmore—4570 (3-25-59)—Good programmer  
918 SAY ONE FOR ME—MU-119m.—(CS; DC)—Bing Crosby, Debbie Reynolds—4597 (6-17-59)—Highly eutertaining, name-packed fun-fest

- Fire Under Her Skin..... For.  
First Man Into Space..... A2 MGM  
Five Pennies, The..... A1 Par.  
Five Gates To Hell..... Fox  
Floods of Fear..... U-I  
Flying Fontaines, The..... Col.  
Forbidden Island..... B Col.  
Forbidden Paradise..... For.  
For the First Time..... A1 MGM  
Forbidden Fruit..... B For.  
Four Skulls of Jonathan Drake, The..... A3 UA  
Foxiest Girl In Paris..... For.  
Frankenstein—1970..... A3 AA  
Frankenstein's Daughter..... B Miso.  
Franz Liszt Story, The..... Col.  
From the Earth to the Moon..... A1 WB  
Frontier Gun..... A2 Fox  
Fugitive Kind, The..... UA

G

- Gallant Hours, The..... UA  
Geisha Boy, The..... A2 Par.  
Ghost in the House..... AA  
Ghost of the China Sea..... A1 Col.  
Ghost of Drag Strip Hollow..... A1  
Giant Behemoth, The..... A2 AA  
Gidget..... A3 Col.  
Gideon of Scotland Yard..... A1 Col.  
Gigantis, The Fire Monster..... A2 WB  
Gilda—RE..... B Col.  
Girl In The Bikini, The..... B For.  
Girl With An Itch..... Miso.  
Girls Are Willing, The..... For.  
Girls, Inc..... Misc.  
Girls, Guns and Gangsters..... UA  
Girls of the Night..... For.  
Girls' Town..... MGM  
Go, Johnny, Go..... Misc.  
Good Day for a Hanging..... A1 Col.  
Great Is My Country..... For.  
Great St. Louis Bank Robbery, The B UA  
Green Mansions..... A1 MGM  
Gri Gri..... For.  
Guitars Of Love..... For.  
Gun Fight At Dodge City..... A2 UA  
Gun Runners, The..... A3 UA  
Guns of the Timberland..... WB  
Gunfighters of Abilene..... UA  
Gunmen From Laredo..... A2 Col.  
Guns, Girls and Gangsters..... B UA  
Gypsy and the Gentleman, The... For.

H

- H-Man, The..... B Col.  
Hanging Tree, The..... A2 WB  
Hangman, The..... A2 Par.  
Happy Anniversary..... UA  
Happy Is The Bride..... For.  
Harry Black and the Tiger..... A3 Fox  
Have Rocket, Will Travel..... Col.  
He Who Must Die..... A3 For.  
Headless Ghost, The..... B AI  
Helen of Troy—RE..... A2 WB  
Hell Squad..... A2 AI  
Heller With A Gun..... Par.  
Hercules..... A1 WB  
Here Come The Jets..... A2 Fox  
Heroes and Sinners..... C For.  
Hey Boy, Hey Girl..... A1 Col.  
High School Hellcats..... A3 AI  
Hole In The Head, A..... A2 UA  
Holiday for Lovers..... Fox  
Home Before Dark..... B WB  
Home From The Hill..... MGM  
Hong Kong Confidential..... A1 UA  
Horrors of the Black Museum..... B AI  
Horse Soldiers, The..... A1 UA  
Horse's Mouth, The..... A3 UA  
Hot Angel, The..... B Par.  
Hot Car Girl..... A2 AA  
Hot Rod Gang..... B AI  
Hound of the Baskervilles..... A2 UA  
House of the Seven Hawks, The... MGM  
Houseboat..... A2 Par.  
House on Haunted Hill, The..... A2 AA  
How to Make a Monster..... A2 AI  
Hunters, The..... A2 Fox

I

- I Married a Monster from Outer Space..... A2 Par.  
I, Mobster..... B Fox  
I Was Monty's Double..... A1 For.  
I Want to Live..... A3 UA  
Idle On Parade..... Col.  
I'll Give My Life..... Misc  
Imitation Of Life..... A3 U-I  
In Between Age, The..... A1 AA  
In Love and War..... A3 Fox  
Inn of the Sixth Happiness, The... A1 Fox  
Inspector Malgret..... A3 For.  
Intent to Kill..... B Fox  
Invisible Invaders, The..... A1 UA  
Island of Lost Women..... A1 WB  
Isle of Levant, The..... Misc.  
It Happened to Jane..... A1 Col.  
It Started With A Kiss..... MGM  
It, the Terror from Beyond Space. A1 UA



**J**

• Jailbreakers, The..... A1 Par.  
 • Jayhawkers, The..... A1 WB  
 John Paul Jones..... A1 U-I  
 Johnny Dark—RE..... A1 AA  
 Johnny Rocco..... A3 For.  
 Jonas..... A3 MGM  
 Journey, The..... A3 Fox  
 • Journey to the Center of the Earth, A..... A2 AA  
 Joy Ride..... A1 Col.  
 Juke Box Rhythm..... A1 Col.

**K**

Kill Her Gently..... A2 Col.  
 • Killers of Kilimanjaro..... A1 Col.  
 • King of the Wild Stallions, The... A1 AA

**L**

Land of the Pharaohs—Re..... B WB  
 • Last Angry Man, The..... A2 Col.  
 Last Blitzkrieg..... A2 Col.  
 Last Hurrah, The..... B UA  
 Last Mile, The..... A2 Par.  
 Last Train From Gun Hill..... A2 MGM  
 • Last Voyage, The..... A2 For.  
 Law and Disorder..... A2 For.  
 Law Is The Law, The..... A2 U-I  
 • Leech, The..... A2 Col.  
 Legend of Tom Dooley, The..... A2 AA  
 Legion of the Doomed..... A2 For.  
 Llano, Jungle Goddess..... C MGM  
 • Libel..... A1 U-I  
 Light Touch, The..... A1 Par.  
 • Li'l Abner..... A1 AA  
 • Little Rascals Varieties..... A1 Fox  
 Little Savage..... A1 AA  
 Littlest Hobo..... A2 Fox  
 Lone Texan..... A3 UA  
 Lonely Hearts..... A3 Misc.  
 Lonely Sex, The..... WB  
 • Look Back In Anger..... A1 Misc.  
 Lost, Lonely and Violous..... A1 UA  
 Lost Missile, The..... C For.  
 Love Is My Profession..... C For.  
 Love Story, A..... C For.  
 Lovers and Thieves..... C For.  
 Lovers of Paris..... C For.  
 Lucky Tim..... C For.

**M**

Maohete..... A3 UA  
 Mad Little Island..... For.  
 • Man On A String..... Col.  
 • Man Who Understood Women, The..... A3 Fox  
 Man in the Net..... A2 UA  
 Man in the Saddle—RE..... A2 Col.  
 Man Inside, The..... A3 Col.  
 Man in the Raincoat..... A2 For.  
 Man of the West..... B UA  
 Man Who Could Cheat Death, The..... A3 Par.  
 Man Without a Star—RE..... B U-I  
 Mardl Gras..... A2 Fox  
 Mark of Zorro, The—RE..... A2 Fox  
 Matchmaker, The..... A1 Par.  
 Mating Game, The..... A3 MGM  
 Me and the Colonel..... A3 Col.  
 Menace in the Night..... A1 UA  
 Middle of the Night..... B Col.  
 Milkmaid, The..... For.  
 • Miracle, The..... A1 WB  
 Miracle of St. Theresa..... A1 For.  
 • Miracle of the Hills, The..... A1 Fox  
 Mirror Has Two Faces, The..... A3 For.  
 Missile to the Moon..... B Misc.  
 Mississippi Gambler, The—RE..... B U-I  
 Mistress, The..... A3 For.  
 Money, Women and Guns..... A1 UI  
 Monster on the Campus..... A3 For.  
 Monptl..... For.  
 Most Wonderful Moment, The..... For.  
 • Mountain Road, The..... Col.  
 • Mouse That Roared, The..... Col.  
 Mugger, The..... A3 UA  
 Mummy, The..... U-I  
 Murder By Contract..... A3 Col.  
 Murder Reported..... A2 Col.  
 Mustang..... A1 UA  
 My Name Is Toxie..... For.  
 My Uncle..... A1 For.  
 My World Dies Screaming..... A1 Misc.  
 Mysterians, The..... A1 MGM

**N**

Naked Maja, The..... A3 UA  
 • Never So Few..... MGM  
 Never Steal Anything Small..... A3 UI  
 Nice Little Bank That Should Be Robbed, A..... A2 Fox  
 Night Heaven Fell, The..... C For.  
 Night of the Blood Beast..... B AI  
 Night of the Quarter Moon..... B MGM  
 Night to Remember, A..... A1 For.  
 Nine Lives..... A1 For.  
 No Name on the Bullet..... A3 UI  
 No Place To Land..... A3 Misc.  
 North by Northwest..... A3 MGM  
 Nowhere To Go..... A2 MGM  
 Nun's Story, The..... A2 WB

**O**

• Odds Against Tomorrow..... UA  
 Of Love and Lust..... B For.  
 • Olympia..... Par.  
 • On the Beach..... UA  
 On the Waterfront—Re..... A2 Col.  
 • Once More With Feeling..... Col.  
 Once Upon a Horse..... A2 UI

902 SHERIFF OF FRACTURED JAW—C-103m.—CCS; DC—Kenneth More, Jayne Mansfield—4535 (11-26-58)—Amusing comedy—England  
 903 SMILEY GETS A GUN—MD-89m.—(CS; DC)—Kelth Calvert, Chips Rafferty—4554 (1-28-59)—Pleasant programmer for juveniles and family trade—Australia  
 SON OF ROBIN HOOD, THE—MD-81m.—(CS; DC)—David Hedison, June Laverick—4606 (7-15-59)—Fair entry for kiddies and program—England  
 910 SOUND AND THE FURY, THE—D-115m.—(CS; DC)—Yul Brynner, Joanne Woodward—4566 (3-11-59)—Interesting entertainment  
 922 SOUTH PACIFIC—MU-151m.—(CS; DC)—Rossano Braggi, Mitzi Gaynor—4597 (6-17-59)—Entertaining hit  
 870 STREETCAR NAMED DESIRE, A—MD-122m.—(RE)—Vivien Leigh, Marlon Brando—4518 (10-1-58)—Vivid picturization—stage play is packed with selling angles  
 906 THESE THOUSAND HILLS—W-96m.—(CS; DC)—Don Murray, Lee Remick—4554 (1-28-59)—Good western  
 834 VILLA—MD-72m.—(CS; DC)—Rodolfo Hoyos, Brian Kelth, Margia Dean—4514 (9-17-58)—Action yarn for the program  
 914 WARLOCK—W-121m.—(CS; DC)—Richard Widmark, Dorothy Malone—4574 (4-8-59)—Excellent name-packed entertainment  
 826 WOLF DOG—MD-61m.—(RS)—Jim Davis, Allison Hayes—4498 (8-6-58)—Lower half filler  
 917 WOMAN OBSESSED—D-103m.—(CS; DC)—Susan Hayward, Stephen Boyd—4594 (6-3-59)—Interesting drama with most appeal for women

## COMING FEATURES IN ORDER OF RELEASE

June MAN WHO UNDERSTOOD WOMEN, THE—(CS; DC)—Leslie Caron, Henry Fonda

## COMING

BEST OF EVERYTHING, THE—(CS; DC)—Joan Crawford, Stephen Boyd, James Mason, Hope Lange  
 BLUE ANGEL, THE—(CS; DC)—Curt Jurgens, May Britt  
 BLUE DENIM—(CS)—Carol Lynley, Brandon De Wilde  
 CONDEMNED PATROL—Brett Halsey, Ziva Rodann  
 DOG OF FLANDERS, A—(CS; C)—David Ladd, Donald Crisp  
 FIVE GATES TO HELL—(CS)—Patricia Owens, Neville Brand  
 JOURNEY TO THE CENTER OF THE EARTH, A—(CS; DC)—Pat Boone, Arlene Dahl  
 MIRACLE OF THE HILLS, THE—Rex Reason, Nan Leslie  
 OREGON TRAIL—(CS; DC)—Fred MacMurray, Nina Shipman  
 PRIVATE'S AFFAIR, A—(CS; DC)—Sal Mineo, Christine Carere

## UNITED ARTISTS

## DISTRIBUTED DURING THE PAST 12 MONTHS

ALIAS JESSE JAMES—C-92m.—(DC)—Bob Hope, Rhonda Fleming—4570 (3-25-59)—Amusing Hope entry—Hope  
 ANNA LUCASTA—D-97m.—Eartha Kitt, Sammy Davis, Jr.—4535 (11-26-58)—Filmization of stage play needs special attention—Longridge  
 BIG COUNTRY, THE—W-165m.—(TE; TC)—Gregory Peck, Jean Simmons—4502 (8-20-58)—Super western is big in all departments  
 CHINA DOLL—D-88m.—Victor Mature, Li Li Hua—4499 (8-6-58)—Interesting love story against war background—Batjao  
 COP HATER—MD-75m.—Robert Loggia, Ellen Parker—4503 (8-20-58)—Good crime meller for program  
 CURSE OF THE FACELESS MAN—MD-66m.—Richard Anderson, Elaine Edwards—4507 (9-3-58)—Horror item for lower half—Vogue  
 DAY OF THE OUTLAW—W-90m.—Robert Ryan, Burl Ives, Tina Louise—4597 (6-17-59)—Actionful outdoor opus with different angles—Security  
 DEFIANT ONES, THE—D-97m.—Tony Curtis, Sidney Poitier—4499 (8-6-58)—Powerful, deeply moving drama  
 ESCORT WEST—W-75m.—(CS)—Victor Mature, Elaine Stewart—4555 (1-28-59)—Interesting action yarn—Batjao  
 FEARMAKERS, THE—D-83m.—Dana Andrews, Marilee Earle—4518 (10-1-58)—Programmer has angles—Pacemakers  
 FOUR SKULLS OF JONATHAN DRAKE, THE—MD-70m.—Eduard Franz, Valerie French—4586 (5-20-59)—Horror item for the program  
 GUNS, GIRLS AND GANGSTERS—MD-70m.—Mamie Van Doren, Gerald Mohr—4547 (12-24-58)—Satisfactory program—crime meller—Imperial  
 GUN RUNNERS, THE—MD-83m.—Audie Murphy, Patricia Owens—4514 (9-17-58)—Interesting action entry  
 GUNFIGHT AT DODGE CITY, THE—W-81m.—(CS; DC)—Joel McCrea, Julie Adams—4585 (5-20-59)—Good Western—Mirisch  
 GREAT ST. LOUIS BANK ROBBERY, THE—MD-86m.—Steve McQueen, Molly McCarthy—4558 (2-11-59)—Mediocre meller for duallers—Guggenheim Associates  
 HOLE IN THE HEAD, A—C-120m.—(Panavision; DC)—Frank Sinatra, Eleanor Parker—4586 (5-20-59)—Superior entertainment—Sincap  
 HONG KONG CONFIDENTIAL—MD-67m.—Gene Barry, Beverly Tyler—4518 (10-1-58)—For lower half—Vogue  
 HORSE SOLDIERS, THE—OD-119m.—(DC)—John Wayne, William Holden, Constance Towers—4598 (6-17-59)—Highly entertaining action entry—Mahin-Rackin-Mirisch  
 HORSE'S MOUTH, THE—C-96m.—(TC)—Alec Guinness, Kay Walsh—4530 (11-12-58)—For the art spots—Lopert—England  
 HOUND OF THE BASKERVILLES, THE—MD-84m.—(TC)—Peter Cushing, Marla Landi—4598 (6-17-59)—Fine filming of horror classic—Hammer—England  
 INVISIBLE INVADERS, THE—MD-67m.—John Agar, Jean Byron—4586 (5-20-59)—Fair science fiction  
 IT—THE TERROR FROM BEYOND SPACE—MD-68m.—Marshall Thompson, Shawn Smith—4507 (9-3-58)—Fair science fiction entry—Vogue  
 I WANT TO LIVE—D-120m.—Susan Hayward, Simon Oakland—4527 (10-29-58)—Grim, powerful drama—Figaro  
 LAST MILE, THE—D-81m.—Mickey Rooney, Clifford David—4549 (1-14-59)—Well-made prison yarn—Rosenberg-Subotsky  
 LONELY HEARTS—D-108m.—Montgomery Clift, Robert Ryan, Myrna Loy—4542 (12-10-58)—Absorbing, off-beat drama—Schary  
 LOST MISSILE, THE—D-70m.—Robert Loggia, Ellen Parker—4535 (11-26-58)—Good science programmer—Berke  
 MACHETE—MD-75m.—Marl Blanchard, Albert Dekker—4542 (12-10-58)—Strictly for the lower half—Odell  
 MAN IN THE NET, THE—MD-96m.—Alan Ladd, Carolyn Jones—4578 (4-22-59)—Sell the Ladd name—Mirisch-Jaguar  
 MAN OF THE WEST—W-100m.—(CS; DC)—Gary Cooper, Julie London—4515 (9-17-58)—Good adult western—Ashton  
 MENACE IN THE NIGHT, THE—MD-78m.—Griffith Jones, Lisa Gastoni—4518 (10-1-58)—For the lower half—Leeds—England  
 MUGGER, THE—MD-74m.—Kent Smith, Nan Martin—4522 (10-15-58)—Okay adult programmer—Barblzon  
 MUSTANG—W-73m.—Jack Beutel, Madalyn Trahey—4570 (3-25-59)—Amateurish lower half filler—Arnell  
 NAKED MAJA, THE—D-111m.—(TE; TC)—Ava Gardner, Anthony Franciosa—4570 (3-25-59)—Large scale costume spectacle has possibilities—Titanus  
 PIER 5, HAVANA—MD-67m.—Cameron Mitchell, Allison Hayes—4603 (7-1-59)—Topical programmer—Premium  
 PORK CHOP HILL—MD-97m.—Gregory Peck, Harry Guardino—4581 (5-6-59)—Hard-hitting war film—Melville  
 RABBIT TRAP, THE—D-72m.—Ernest Borgnine, Bethel Leslie—4606 (7-15-59)—Programmer has interest—Hecht, Hill, Lancaster  
 RIOT IN JUVENILE PRISON—MD-71m.—Jerome Thor, Marla Henderson—4578 (4-22-59)—For the lower half—Vogue  
 SEPARATE TABLES—D-98m.—Rita Hayworth, Deborah Kerr, David Niven—4543 (12-10-58)—Interesting drama has high potential—Hecht-Hill-Lancaster  
 SHAKE HANDS WITH THE DEVIL—MD-110m.—James Cagney, Dana Wynter—4586 (5-20-59)—Fascinating action meller of Irish rebellion—Pennebaker  
 SOME LIKE IT HOT—C-120m.—Marilyn Monroe, Tony Curtis—4562 (2-25-59)—A riot of fun and femmes—Mirisch  
 TERROR IN A TEXAS TOWN—W-80m.—Sterling Hayden, Ann Verela—4507 (9-3-58)—For the lower half—Seltzer  
 TEN DAYS TO TULARA—MD-77m.—Sterling Hayden, Grace Raynor—4527 (10-29-58)—Filler for the lower half—Sherman

## COMING FEATURES IN ORDER OF RELEASE

Aug. CRY TOUGH—John Saxon, Linda Cristal—Hecht, Hill, Lancaster  
 Aug. DEVIL'S DISCIPLE, THE—Laurence Olivier, Kirk Douglas—Hecht, Hill, Lancaster  
 Sept. CAST A LONG SHADOW—Audie Murphy—Mirisch  
 Sept. TAKE A GIANT STEP—Johnny Nash, Estelle Hemsley—Hecht, Hill, Lancaster  
 Sept. TEN SECONDS TO HELL—Jeff Chandler, Martine Carol—Seven Arts—Hammer

## COMING

COUNTERPLOT—Forrest Tucker, Allison Hayes—Odell  
 FUGITIVE KIND, THE—Marlow Brando, Anna Magnani—Pennebaker  
 GALLANT HOURS, THE—James Cagney, Dennis Weaver—Cagney-Montgomery  
 GUNFIGHTERS OF ABILENE—Buster Crabbe, Judith Ames—Vogue  
 HAPPY ANNIVERSARY—David Niven, Mitzi Gaynor—Fields  
 ON THE BEACH—Gregory Peck, Ava Gardner—Kramer  
 ODDS AGAINST TOMORROW—Harry Belafonte, Shelley Winters—Harbel  
 OPERATION MURDER—Tom Conway, Sandra Dorne—Danziger  
 SUBWAY IN THE SKY—Van Johnson, Hildegard Neff—English Made  
 SOLOMON AND SHEBA—(TE; TC)—Yul Brynner, Gina Lollobrigida—Small  
 SUMMER OF THE SEVENTEENTH DOLL, THE—Ernest Borgnine, Anne Baxter—Hecht-Hill-Lancaster  
 TIMBUKTU—Victor Mature, Yvonne De Carlo—Imperial  
 UNFORGIVEN, THE—Burt Lancaster, Audrey Hepburn—Hecht, Hill, Lancaster  
 WONDERFUL COUNTRY, THE—(CS; TC)—Robert Mitchum, Julie London—MPL  
 WOMAN LIKE SATAN, A—Brigitte Bardot—Gray-Pathe  
 WOMEN CONFIDENTIAL—Mamie Van Doren, Richard Coogan—Imperial



NIVERSAL-INTERNATIONAL

DISTRIBUTED DURING THE PAST 12 MONTHS

- 07 APPOINTMENT WITH A SHADOW—MD-73m.—(CS)—George Nader, Joanna Moore—4507 (9-3-58)—Program meller  
04 BEND OF THE RIVER—MD-91m.—(RE)—James Stewart, Julia Adams—4507 (9-3-58)—Good outdoor show  
01 BLOOD OF THE VAMPIRE—MD-87m.—(EC)—Donald Wolfitt, Barbara Shelley—4522 (10-15-58)—Horror on a grand scale—England  
26 BORN TO BE LOVED—D-82m.—Hugo Haas, Carol Morris—4598 (6-17-59)—Pleasant programmer  
24 CURSE OF THE UNDEAD—MD-79m.—Eric Fleming, Kathleen Crowley—4603 (7-1-59)—Vampire stalks the west in program entry  
20 FLOODS OF FEAR—MD-82m.—Howard Keel, Anne Haywood—4579 (4-22-59)—Interesting, suspenseful programmer—England  
21 IMITATION OF LIFE—D-124m.—(EC)—Lana Turner, John Gavin—4558 (2-11-59)—High rating drama.  
21 JOHNNY DARK—MD-85m.—(TC)—Tony Curtis, Piper Laurie—4582 (5-6-59)—Names should help standard auto racing film—RE  
23 LIGHT TOUCH, THE—CD-85m.—(TC)—Jack Hawkins, Margaret Johnston—4562 (2-25-59)—Superior Import—England  
22 MAN WITHOUT A STAR—W-89m.—(TC)—Kirk Douglas, Jeanne Crain—4582 (5-6-59)—Off-beat outdoor action entry has the angles—RE.  
09 MISSISSIPPI GAMBLER, THE—MD-98½m.—(RE)—Tyrone Powe, Piper Laurie—4510 (9-3-58)—Names should help  
13 MONEY, WOMEN AND GUNS—W-80m.—(CS; EC)—Jock Mahoney, Klm Hunter, Tim Hovey—4527 (10-29-58)—Lower half entry  
302 MONSTER ON THE CAMPUS—MD-76m.—Arthur Franz, Joanna Moore—4522 (10-15-58)—Good horror show  
23 MUMMY, THE—MD-88m.—(TC)—Peter Cushing, Yvonne Furneaux—4606 (7-15-59)—Highly exploitable horror item—England  
16 NEVER STEAL ANYTHING SMALL—C-94m.—(CS; EC)—James Cagney, Shirley Jones—4555 (1-28-59)—Entertaining comedy  
16 NO NAME ON THE BULLET—W-77m.—(CS; EC)—Audie Murphy, Joan Evans—4555 (1-28-59)—Good western  
337 ONCE UPON A HORSE—C-85m.—(CS)—Dan Rowan, Dick Martin, Martha Hyer—4503 (8-20-58)—Western satire for program  
311 PERFECT FURLOUGH, THE—C-93m.—(CS; EC)—Tony Curtis, Janet Leigh—4522 (10-15-58)—Highly amusing comedy  
338 RAW WIND IN EDEN—D-90m.—(CS; EC)—Esther Williams, Jeff Chandler—4499 (8-6-58)—Off-beat attraction has angles  
306 RESTLESS YEARS, THE—D-86m.—(CS)—John Saxon, Sandra Dee—4528 (10-29-58)—Interesting, touching program  
339 SAGA OF HEMP BROWN, THE—W-80m.—(CS; EC)—Rory Calhoun, Beverly Garland—4510 (9-3-58)—Good western for the program  
12 SILENT ENEMY, THE—MD-92m.—Laurence Harvey, Dawn Addams—4530 (11-12-58)—Exciting tale of Frogmen in action—England  
17 STEP DOWN TO TERROR—D-75m.—Charles Drake, Colleen Miller—4515 (9-17-58)—Suspense for the program  
14 STRANGER IN MY ARMS—D-88m.—(CS)—June Allyson, Jeff Chandler—4550 (1-14-59)—Drama has saleable angles, potent names  
25 THIS EARTH IS MINE—D-125m.—(CS; TC)—Rock Hudson, Jean Simmons—4579 (4-22-59)—Named packed, interesting drama  
10 UP FRONT—C-91m.—(RE)—David Wayne, Tom Ewell, Martina Bertl—4510 (9-3-58)—Good war comedy  
19 WILD AND THE INNOCENT, THE—MD-84m.—(CS; EC)—Audie Murphy, Joanne Dru—4566 (3-11-59)—Interesting program entry  
05 WORLD IN HIS ARMS, THE—MD-104m.—(RE)—Gregory Peck, Ann Blyth—4510 (9-3-58)—Name-packed action show

COMING FEATURES IN ORDER OF RELEASE

Sept. SAPPHIRE—(EC)—Nigel Patrick, Yvonne Mitchell—England

COMING

LEECH, THE—Colleen Gray, Grant Williams  
OPERATION PETTICOAT—(C)—Cary Grant, Tony Curtis, Joan O'Brien  
PILLOW TALK—(CS; C)—Rock Hudson, Doris Day  
PRIVATE LIVES OF ADAM AND EVE, THE—Mickey Rooney, Mijanou Bardot  
SPARTACUS—(TE; TC)—Kirk Douglas, Laurence Olivier

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

- 808 AUNTIE MAME—C-143m.—(TE; TC)—Rosalind Russell, Forrest Tucker—4543 (12-10-58)—Highly humorous entertainment  
816 BORN RECKLESS—CD-79m.—Mamie Van Doren, Jeff Richards—4574 (4-8-59)—Fair programmer  
802 DAMN YANKEES—MUC-110m.—(TC)—Tab Hunter, Gwen Verdon—4515 (9-17-58)—Amusing comedy has lots of angles  
806 ENCHANTED ISLAND—MD-94m.—(TC)—Dana Andrews, Jane Powell—4530 (11-12-58)—Interesting version of well-known literary work—RKO  
805 FROM THE EARTH TO THE MOON—D-100m.—(TC)—Joseph Cotton, Debra Paget—4531 (11-12-58)—Interesting science fiction  
819 GIGANTIS, THE FIRE MONSTER—MD-78m.—Japanese cast—4594 (6-3-59)—Minor science fiction for program—Dubbed in English—Japanese made  
810 HANGING TREE, THE—W-106m.—(TC)—Gary Cooper, Marla Scheil—4555 (1-28-59)—Good, big scale western  
811 HELEN OF TROY—D-114m.—(CS; WC)—Rosanna Podesta, Jack Sernas—4562 (2-25-59)—Spectacle will need plenty of selling—Release—Made in Italy  
822 HERCULES—D-107m.—(Dyaliscope; EC)—Steve Reeves, Sylva Koscina—4587 (5-20-59)—Highly entertaining spectacle—Italy  
807 HOME BEFORE DARK—D-136m.—Jean Simmons, Dan O'Herlihy—4523 (10-15-58)—Highly interesting drama  
817 ISLAND OF LOST WOMEN—D-71m.—Jeff Richards, Venetia Stevenson—4579 (4-22-59)—For the supporting slot  
823 JOHN PAUL JONES—D-126m.—(TE; TC)—Robert Stack, Marisa Pavan—4598 (6-17-59)—Moderately successful historical epic—Primarily made in Spain  
812 LAND OF THE PHAROHS—D-106m.—(CS; WC)—Jack Hawkins, Joan Collins—4562 (2-25-59)—Highly interesting story of pyramid building in Egypt—Release—English-made  
821 NUN'S STORY, THE—D-149m.—(TC)—Audrey Hepburn, Peter Finch—4582 (5-6-59)—Unusual entry  
804 ONIONHEAD—CD-110m.—Andy Griffith, Felicia Farr—4518 (10-1-58)—Entertaining service yarn  
813 RIO BRAVO—W-141m.—(TC)—John Wayne, Angie Dickinson—4559 (2-11-59)—Super western is highly entertaining  
814 STAR IS BORN, A—D-154m.—(CS; TC)—Judy Garland, James Mason—4574 (4-8-59)—High rating—Release  
820 TEENAGERS FROM OUTER SPACE—MD-85m.—David Love, Dawn Anderson—4595 (6-3-59)—For the lower half  
809 UP PERISCOPE—MD-111m.—(WS; TC)—James Garner, Andrea Martin—4559 (2-11-59)—Lengthy submarine yarn of average interest  
815 WESTBOUND—W-72m.—(WC)—Randolph Scott, Virginia Mayo—4571 (3-25-59)—Good western for program  
801 WIND ACROSS THE EVERGLADES—MD-93m.—(TC)—Burl Ives, Gypsy Rose Lee—4510 (9-3-58)—Absorbing and off-beat tale of Florida Everglades  
818 YOUNG PHILADELPHIANS, THE—D-136m.—Paul Newman, Barbara Rush—4582 (5-6-59)—Highly interesting, absorbing show

COMING FEATURES IN ORDER OF RELEASE

Sept. YELLOWSTONE KELLY—(TC)—Clint Walker, Andra Martin

COMING

ALL GOD'S CHILDREN—Rita Moreno, Mark Damon  
BRAMBLE BUSH, THE—(TC)—Richard Burton, Barbara Rush  
CASH McCALL—(TC)—James Garner, Natalie Wood  
FBI STORY, THE—(TC)—James Stewart, Vera Miles  
GUNS OF THE TIMBERLAND—(TC)—Alan Ladd, Jeanne Crain  
LOOK BACK IN ANGER—Richard Burton, Claire Bloom—England  
MIRACLE, THE—(TE; TC)—Carroll Baker, Walter Slezak  
SUMMER PLACE, A—(TC)—Richard Egan, Dorothy McGuire

FOREIGN

DISTRIBUTED DURING THE PAST 12 MONTHS

- AUSTRIAN  
EMBEZZLED HEAVEN—D-88m.—(C)—Annie Rosar—4587 (5-20-59)—Good religious Import—Dubbed in English—de Rochemon  
ENGLISH  
BAD GIRL—D-100m.—Anna Neagle, Sylvia Syms—4574 (4-8-59)—Exploitable program entry—Roach  
CIRCLE, THE—MD-92m.—John Mills, Noelle Middleton—4571 (3-25-59)—Ordinary Scotland Yard who-done-it—Kassler  
CONTRABAND SPAIN—MD-80m.—(EC)—Richard Greene, nouk—4510 (9-3-58)—Smuggling meller—Stratford  
COSMIC MONSTERS, THE—MD-75m.—Forrest Tucker, Gaby Andre—4559 (2-11-59)—Lower half science fiction entry  
CRAWLING EYE, THE—MD-85m.—Forrest Tucker, Janet Munro—4559 (2-11-59)—Okay science fiction thriller  
CRY FROM THE STREETS, A—D-99m.—Max Bygraves, Barbara Murray—4566 (3-11-59)—Interesting drama about homeless youngsters—Tudor  
DANGEROUS EXILE—MD-90m.—(VV; EC)—Louis Jourdan, Belinda Lee—4519 (10-1-58)—Interesting period entry—Rank  
ELEPHANT GUN—MD-84m.—(EC)—Belinda Lee, Michael Craig—4606 (7-15-59)—Okay action meller for program—Filmed in Africa—Lopert  
GYPSY AND THE GENTLEMAN, THE—D-89m.—(EC)—Mellna Mercourl, Keith Mitchell—4550 (1-14-59)—Fair Import—Rank  
HAPPY IS THE BRIDE—C-84m.—Ian Carmichael, Janette Scott—4550 (1-14-59)—Excellent English comedy—Kassler  
I WAS MONTY'S DOUBLE—D-100m.—M. E. Clifton James, John Mills—4562 (2-25-59)—Entertaining, different Import  
LAW AND DISORDER—C-76m.—Michael Redgrave, Robert Morley—4537 (11-26-58)—Delightful English farce—Continental  
LUCKY JIM—C-95m.—Ian Carmichael, Jean Anderson—4519 (10-1-58)—Highly amusing art house entry—Kingsley-Int.  
MAD LITTLE ISLAND—C-94m.—(EC)—Jeannie Carson, Donald Sinden—4551 (1-14-59)—Amusing entry for art and specialty spots—Rank  
NIGHT TO REMEMBER, A—D-123m.—Kenneth More, Jill Dixon—4547 (12-24-58)—High rating reenactment of sea tragedy—Rank

- \*One-Eyed Jacks..... Par.  
Onionhead..... B WB  
Operations Dames..... A3 A-I  
\*Operation Murder..... UA  
\*Operation Petticoat..... U-I  
\*Oregon Trail..... Fox  
\*Our Man In Havana..... Col.

P

- Pathe Panchall..... A1 For.  
Paratrooper Command..... A3 A1  
Party Crashers, The..... A2 Par.  
Party Girl..... B MGM  
Perfect Furlough, The..... B UI  
Pier 5, Havana..... A2 UA  
\*Pillow Talk..... UI  
Place in the Sun, A—RE..... A2 Par.  
Plan 9 From Outer Space..... Miac.  
Porgy and Bess..... A2 Col.  
Pork Chop Hill..... A1 UA  
Premier May..... A2 For.  
\*Private's Affair, A..... Fox  
\*Private Lives of Adam and Eve, The..... U-I

Q

- Queen of Outer Space..... B AA  
Question of Adultery..... C For.

R

- Rabbit Trap, The..... A2 UA  
Rally Round the Flag, Boys..... B Fox  
Raw Wind in Eden..... A3 UI  
Reaching for the Stars..... For.  
\*Rebel Set, The..... AA  
\*Reform School Girl..... A1  
Reluctant Debutante, The..... A2 MGM  
Remarkable Mr. Pennypacker, The..... A3 Fox  
Restless Years, The..... A2 U-I  
Return Of The Fly, The..... A2 Fox  
Revolt In The Big House..... A2 AA  
Ride Lonesome..... A1 Col.  
\*Rim of the Canyon..... Col.  
Rio Bravo..... A3 WB  
Riot in Juvenile Prison..... B UA  
\*Road Racers..... B A-I  
Room At the Top..... B For.  
Room 43..... For.  
Roots, The..... For.  
Roots of Heaven, The..... A3 Fox

S

- Sad Horse, The..... A1 Fox  
Saga of Hemp Brown, The..... A1 UI  
Santa Fe—RE..... A1 Col.  
\*Sapphire..... U-I  
\*Savage Innocents..... Par.  
Say One For Me..... A2 Fox  
\*Scapegoat, The..... A2 MGM  
Screaming Skull..... A2 A1  
Senechal, The Magnificent..... A3 For.  
Senior Prom..... A2 Col.  
Separate Tables..... A3 UA  
Seventh Voyage of Sinbad, The..... A1 Col.  
Shaggy Dog, The..... A1 Miac.  
Shake Hands With the Devil..... A2 UA  
Shameless Sex, The..... For.  
Shane—RE..... A2 Par.  
She Gods of Shark Reef..... A3 A1  
Sheriff Of Fractured Jaw..... A2 Fox  
\*Sign of the Gladiator..... A1  
Silent Enemy, The..... A1 UI  
Sinners of Paris..... For.  
Sins Of Rose Bernd, The..... For.  
Sleeping Beauty..... A1 Miac.  
Smiley Gets A Gun..... A1 Fox  
Snowfire..... A1 AA  
\*Solomon and Sheba..... UA  
Some Came Running..... B MGM  
Some Like It Hot..... B UA  
Son of Robin Hood, The..... A1 Fox  
Sound and the Fury, The..... A3 Fox  
South Pacific..... A3 Fox  
\*Spartacus..... U-I  
Speed Crazy..... A3 AA  
Spider, The..... A2 A1



Spy in the Sky ..... A1 AA  
 Stalag 17—RE ..... A2 Par.  
 Star Is Born, A—RE ..... B WB  
 Step Down to Terror ..... A2 UI  
 Stranger in My Arms, A ..... A2 UI  
 Street Car Named Desire, A—RE, B Fox  
 •Subway in the Sky ..... A1 AI  
 Submarine Seahawk ..... Col.  
 •Suddenly Last Summer ..... UA  
 •Summer of the Seventeenth Doll, The ..... WB  
 •Summer Place, A ..... AA  
 •Surrender Hell ..... AA

## T

•Take A Giant Step ..... UA  
 Tale of Two Cities, A ..... For.  
 Tank Battalion ..... B AI  
 Tank Commandoes ..... A3 AI  
 Tank Force ..... A1 Col.  
 Tarawa Beachhead ..... A2 Col.  
 •Tarzan, The Ape Man ..... MGM  
 Tarzan's Greatest Adventure ..... A2 Par.  
 Teenage Caveman ..... A2 AI  
 Teenagers from Outer Space ..... A2 WB  
 Tempest ..... A1 Par.  
 Ten Days to Tulara ..... A1 UA  
 •Ten Seconds to Hell ..... UA  
 Terror In A Texas Town ..... A2 UA  
 Terror from the Year 5000 ..... A2 AI  
 •That Kind of Woman ..... A3 Par.  
 These Thousand Hills ..... A3 Fox  
 •They Came to Cordura ..... Col.  
 Third Sex, The ..... C For.  
 •30 Ft. Bride of Candy Rock ..... Col.  
 This Earth Is Mine ..... A3 UI  
 •Thousand and One Arabian Nights ..... Col.  
 Three Strange Loves ..... For.  
 Thunder In The Sun ..... A2 Par.  
 Tia Juana After Midnight ..... Misc.  
 •Timbuctu ..... UA  
 •Time Machine, The ..... MGM  
 •Tingler, The ..... Col.  
 Tokyo After Dark ..... A2 Par.  
 Tom Thumb ..... A1 MGM  
 Tonka ..... A1 Misc.  
 Too Many Crooks ..... For.  
 Torpedo Run ..... A1 MGM  
 Tosca ..... For.  
 •Touch of Larceny ..... Par.  
 Trap, The ..... A2 Par.  
 Truth About Women, The ..... For.  
 Tunnel of Love, The ..... B MGM  
 Two Headed Spy ..... A2 Col.

## U

Uncle Tom's Cabin—RE ..... Misc.  
 •Unforgiven, The ..... UA  
 Unwed Mother ..... A3 AA  
 Up Front—RE ..... A1 U-I  
 Up Periscope ..... A1 WB  
 Up the Creek ..... For.

## V

Verboten ..... A2 Col.  
 Villa ..... A2 Fox  
 •Visit to a Small Planet, A ..... Par.

## W

War of the Colossal Beast ..... A2 AI  
 Warlock ..... A2 Fox  
 Watani ..... A1 MGM  
 •Web of Evidence ..... AA  
 What Price Murder ..... B For.  
 Westbound ..... A1 WB  
 When Hell Broke Loose ..... A2 Par.  
 Whole Truth, The ..... A2 Col.  
 Wild and the Innocent ..... A2 U-I  
 Wind Across the Everglades ..... B WB  
 Windom's Way ..... A2 For.  
 Witches of Salem ..... A3 For.  
 Wolf Dog ..... A1 Fox  
 Wolf Larsen ..... A3 AA  
 Woman Eater, The ..... A2 Col.  
 •Woman Like Satan, A ..... UA  
 Woman Obsessed ..... A2 Fox  
 •Women Confidential ..... UA  
 •Wonderful Country, The ..... UA  
 World In His Arms, The—RE, A1 U-I  
 World, the Flesh and the Devil, The ..... A2 MGM  
 •Wreck of the Mary Deare, The ..... MGM

## Y

•Yellowstone Kelly ..... WB  
 •Yesterday's Enemy ..... Col.  
 Young Captives, The ..... B Par.  
 Young Land, The ..... A1 Col.  
 Young Philadelphians, The ..... A3 WB  
 Your Past Is Showing ..... A2 For.

QUESTION OF ADULTERY, A—D-84m.—Julie London, Anthony Steel—4560 (2-11-59)—Has exploitation possibilities—NTA  
 ROOM 43—MD-93m.—Diana Dors, Herbert Lom—4603 (7-1-59)—Mediocre sensation-seeking import—Cory  
 ROOM AT THE TOP—D-117m.—Laurence Harvey, Simone Signoret—4575 (4-8-59)—Excellent adult love story—Continental  
 TALE OF TWO CITIES, A—D-117m.—Dirk Bogarde, Dorothy Tutin—4511 (9-3-58)—Dickens classic for art spots—Rank  
 TOO MANY CROOKS—C-87m.—Terry Thomas, George Cole—4583 (5-6-59)—Amusing comedy—Lopert  
 TRUTH ABOUT WOMEN, THE—CD-100m.—(EC)—Laurence Harvey, Julie Harris—4563 (2-25-59)—Satire has names to help—Continental  
 UP THE CREEK—C-83m.—David Tomlinson, Peter Sellers—4538 (11-26-58)—Amusing import—Dominant  
 WINDOM'S WAY—MD-108m.—(EC)—Peter Finch, Mary Ure—4523 (10-15-58)—Interesting meller from abroad—Rank  
 YOUR PAST IS SHOWING—C-87m.—Dennis Price, Peggy Mount—4511 (9-3-58)—Cute wacky comedy—Rank

## DANISH

GIRLS ARE WILLING, THE—CD-82m.—(EC)—Axel Bang—4607 (7-15-59)—Cute import—English titles and dialogue—Vinod-Int

## FINNISH

MILKMAID, THE—D-70m.—Anneli Sauli—4563 (2-25-59)—For art spots—Titles—Joseph Brenner

## FRENCH

CAT, THE—MD-108m.—Francoise Arnoul—4587 (5-20-59)—Suspenseful French underground meller—Titles—Ellis  
 FIRE UNDER HER SKIN—D-90m.—Giselle Pascal, Raymond Pellegrin—4523 (10-15-58)—Mediocre art house fare—Titles—Unib.  
 FORBIDDEN FRUIT—D-97m.—Fernandel—4575 (4-8-59)—Interesting import—Titles—Films Around The World  
 FOXIEST GIRL IN PARIS—C-100m.—Martine Carol—4523 (10-15-58)—Cute Import—Titles—Times  
 GIRL IN THE BIKINI, THE—D-76m.—Brigitte Bardot—4550 (1-14-59)—Bardot strikes again—Titles—Atlantis  
 GIRLS OF THE NIGHT—D-114m.—Georges Marchal—4587 (5-20-59)—Fair import—Titles—Continental  
 GRI GRI—TRAVEL-62m.—United National Museum Of Man expedition—4571 (3-25-59)—African rites for the lower half—English narration—Brenner  
 HEROES AND SINNERS—D-101m.—Curt Jurgens, Maria Felix—4571 (3-25-59)—Highly interesting, exploitable import—Dubbed in English—Janus  
 HE WHO MUST DIE—D-122m.—(CS)—Pierre Vaneck, Melina Mercouri—4590 (5-20-59)—Absorbing import is good bet for art and specialty spots—Titles—Kassler  
 INSPECTOR MAIGRET—MD-110m.—Jean Gabin—4519 (10-1-58)—Highly interesting mystery—Titles—Jopert  
 LAW IS THE LAW, THE—C-103m.—Fernandel, Toto—4582 (5-6-59)—Cute, amusing import—Titles—Continental  
 LOVE IS MY PROFESSION—D-111m.—Brigitte Bardot, Jean Gabin—4590 (5-20-59)—Bardot loves again—Titles—Kingsley-Int  
 LOVERS OF PARIS—CD-115m.—Gerard Philipe, Danielle Darrieux—4563 (2-25-59)—Amusing import—Titles—Continental  
 LOVERS AND THIEVES—CD-81m.—Jean Polret—4511 (9-3-58)—Highly amusing import—Titles—Zenith  
 MAN IN THE RAINCOAT, THE—C-97m.—Fernandel—4516 (9-17-58)—Cute import for art and specialty spots—Titles—Kingsley  
 MIRACLE OF SAINT THERESE—D-97m.—Frances Descaut—4563 (2-25-59)—Religious drama strictly for art and specialty houses—Dubbed In English—Ellis  
 MIRROR HAS TWO FACES, THE—D-98m.—Michele Morgan, Bourvil—4590 (5-20-59)—Well-made, interesting import—Titles—Continental  
 MY UNCLE—C-110m.—(EC)—Jacques Tati—4537 (11-26-58)—Highly entertaining import for discriminating audience—English dubbed or titles—Continental  
 NIGHT HEAVEN FELL, THE—D-80m.—(CS; EC)—Brigitte Bardot, Stephen Boyd—4511 (9-3-58)—Bardot drawing power still potent—Titles or dubbed—Kingsley-Int.  
 PREMIER MAY—D-89m.—Yves Montand, Yves Noel—4566 (3-11-59)—Good French entry—Titles—Continental  
 SENECHAL, THE MAGNIFICENT—C-78m.—Fernandel, Nadia Gray—4538 (11-26-58)—Funny French farce—Titles—DCA  
 SINNERS OF PARIS—MD-80m.—Charles Vanel—4591 (5-20-59)—Interesting import—Titles—Ellis  
 WHAT PRICE MURDER—D-105m.—Henri Vidal, Mylene Demongeot—4538 (11-26-58)—Good entry for art spots—Titles—UMPO  
 WITCHES OF SALEM—D-140m.—Simone Signoret—4555 (1-28-59)—Excellent import for art houses—Titles—Kingsley-Int.

## GERMAN

AFFAIRS OF JULIE, THE—C-90m.—(EC)—Lilo Pulver—4543 (12-10-58)—Cute comedy for art spots—English titles—Bakros Int.  
 BIG BARRIER, THE—D-87m.—(C)—Edith Mill, Albert Lleben—4510 (9-3-58)—Exploitable for art houses—Titles—Baker  
 CALL GIRLS—MD-100m.—Claus Holm—4606 (7-15-59)—Exploitable, but sordid import for specialty houses—Dubbed in English—President  
 CAPTAIN FROM KOEPEINICK, THE—D-93m.—(TC)—Heinz Ruhmann—4523 (10-15-58)—Entertaining import—Titles—DCA  
 CIRCUS OF LOVE—D-93m.—(TC)—Eva Bartok, Curt Jurgens—4515 (9-17-58)—German version of "Carnival" has interest for art spots—Titles—DCA  
 DEADLY DECISION—D-103m.—O. E. Hasse, Barbara Rutling—4511 (9-3-58)—For German houses—Dominant  
 DREAMING LIPS—D-86m.—Maria Schell, O. W. Fischer—4537 (11-26-58)—Interesting import for art spots—Titles—DCA  
 FORBIDDEN PARADISE—NOV-67m.—(EC)—Ingeborg Schoner, Jan Hendriks—4516 (9-17-58)—For exploitation and art spots—English narration—Colorama Features  
 GUITARS OF LOVE—MU-90m.—(EC)—Vico Torriani, Montovani and Orchestra—4537 (11-26-58)—Tuneful musical—Titles—Sam Baker Associates  
 JONAS—D-81m.—Robert Graf—4590 (5-20-59)—Psychological, off-beat drama—English narration; partially dubbed—President  
 LIANE, JUNGLE GODDESS—MD-85m.—(EC)—Marlon Michael, Hardy Kruger—4531 (11-12-58)—Exploitable programmer—Dubbed In English—DCA  
 LOVE STORY, A—D-94m.—Hildegard Neff, O. W. Fisher—4551 (1-14-59)—Could fit German houses—Titles—Casino  
 MONPTI—D-97m.—(C)—Romy Schneider—4590 (5-20-59)—Average tragic love import—Dubbed in English—Bakros-Int.  
 MY NAME IS TOXI—D-80m.—Elfie Fiegert—4547 (12-24-58)—Okay programmer, especially for colored houses—Dubbed In English—Grand Prize  
 REACHING FOR THE STARS—D-102m.—Erick Schuman, Lisa Pulver—4516 (9-17-58)—For German and art houses—Titles—Baker  
 SINS OF ROSE BERND, THE—D-85m.—(C)—Maria Schell, Ralf Vallone—4579 (4-22-59)—Okay entry for foreign spots—Titles—President  
 THIRD SEX, THE—D-85m.—Paula Wessely, Paul Dahlke—4566 (3-11-59)—Exploitable for art and language spots—Titles—D & F Dist.

## INDIAN

PATHER PANCHALI—D-112m.—Hindu cast—4548 (12-24-58)—Prize-winning drama is art house natural—Titles—Harrison

## ITALIAN

MOST WONDERFUL MOMENT, THE—D-94m.—Marcello Mastroianni, Giovanna Ralli—4599 (6-17-59)—Interesting import—English titles—Ellis  
 SHAMELESS SEX, THE—D-73m.—Yvonne Sanson, Frank Villard—4531 (11-12-58)—Strictly for the sex-ploitation spots—Dubbed In English—Screenorama  
 TOSCA—OPERA—105m.—(CS; EC)—Franca Duval, Franco Corelli—4567 (3-11-59)—Well-made opera for art and specialty spots—Titles—Casolaro-Giglio

## JAPANESE

MISTRESS, THE—D-102m.—Hidoko Takamine—4563 (2-25-59)—Okay import for specialty spots—Titles—Harrison

## MEXICAN

ROOTS, THE—COMP-96m.—Non-professional Mexican Indians—4519 (10-1-58)—Fine art house fare—Harrison

## NORWEGIAN

NINE LIVES—MD-85m.—Jack Fjeldstad—4575 (4-8-59)—Thrilling chase meller—Titles; narration—deRochemond

## POLISH

EIGHTH DAY OF THE WEEK, THE—D-84m.—Sonjz Ziemann—4587 (5-20-59)—Import is worthy of attention—Titles—Continental

## RUSSIAN

GREAT IS MY COUNTRY—DOC-80m.—(Kinopanorama; Sovcolor)—4607 (7-15-59)—Interesting Soviet novelty—English narration—Sovexportfilm



PHILIPPINES

BLOOD OF BATAAN—MD-76m.—Leopoldo Salcedo, Mona Lisa—4537 (11-26-58)—Exploitable war film—Spoken In English—Brenner

SWEDISH

OF LOVE AND LUST—CD-103m.—Anita Bjork, Mai Zetterling—4599 (6-17-59)—Fair import—English titles—Films Around The World  
THREE STRANGE LOVES—D-84m.—Eva Henning, Birger Malmsten—4567 (3-11-59)—Confused drama of sexual aberrations—Titles—Janus

MISCELLANEOUS

DISTRIBUTED DURING THE PAST 12 MONTHS

BIG FISHERMAN, THE—D-180m.—(Panvision; 70mm; C)—Howard Keel, Susan Kohner—4603 (7-1-59)—Highly interesting entertainment—Buena Vista  
DARBY O'GILL AND THE LITTLE PEOPLE—D-90m.—(TC)—Albert Sharpe, Janet Munro—4583 (5-6-59)—The Disney name and the luck of the Irish should prove of assistance  
DATE WITH DEATH, A—MD-81m.—(Psychorama)—Gerald Mohr, Liz Renay—4575 (4-8-59)—Satisfactory programmer offers intriguing gimmick—Pacific Int.  
FRANKENSTEIN'S DAUGHTER—MD-85m.—John Ashley, Sandra Knight—4543 (12-10-58)—Inferior exploitation entry—Astor  
GIRLS, INC.—NOV.-65m.—No credits available—4595 (6-3-59)—Filler for lower half—Joseph Brenner  
GIRL WITH AN ITCH—D-78m.—Kathy Marlowe, Robert Armstrong—4531 (11-12-58)—Sexy programmer has selling possibilities—Howco  
GO, JOHNNY, GO—MU-75m.—Alan Freed, Jimmy Clanton—4583 (5-6-59)—Rock 'n' roller for lower half—Roach  
I'LL GIVE MY LIFE—D-78m.—John Bryant, Angie Dickinson—4575 (4-8-59)—Religious film for specialized audiences—Howco  
ISLE OF LEVANT, THE—TRAV-71m.—(C)—No credits available—4591 (5-20-59)—Exploitable nudist film—English narration—Miracle  
LONELY SEX, THE—MD-58m.—Cast unknown—4595 (6-3-59)—Amateurish study in sexual aberrations—Joseph Brenner  
LOST, LONELY, AND VICIOUS—D-73m.—Ken Clayton, Barbara Wilson—4538 (11-26-58)—Lower half filler—Howco  
MISSILE TO THE MOON—MD-78m.—Richard Travis, Cathy Downe—4543 (12-10-58)—Program filler—Astor  
MY WORLD DIES SCREAMING—D-81m.—Gerald Mohr, Cathy O'Donnell—4538 (11-26-58)—Psychological drama for lower half—Howco  
NO PLACE TO LAND—MD-78m.—(NA)—John Ireland, Marl Blanchard—4539 (11-26-58)—Interesting action programmer—Republic  
PLAN 9 FROM OUTER SPACE—MD-76m.—Gregory Wolcott, Mona McKinnon—4531 (11-12-58)—Okay science fiction programmer—DCA  
SHAGGY DOG, THE—C-100m.—Fred MacMurray, Jean Hagen—4567 (3-11-59)—Highly amusing comedy-fantasy—Buena Vista  
SLEEPING BEAUTY, THE—CAR-75m.—(TE70; TC)—Walt Disney—4556 (1-28-59)—Another Disney cartoon treat—Buena Vista  
TIA JUANA AFTER MIDNIGHT—BUR-58m.—Rita Ravel—4551 (1-14-59)—Average burlesque film—Alan Trading  
TONKA—W-97m.—(TC)—Sal Mineo, Philip Carey—4548 (12-24-58)—Indian yarn should appeal to youngsters—Buena Vista  
UNCLE TOM'S CABIN—MD-93m.—(RE)—Narrated by Raymond Massey—4539 (11-26-58)—Modernized reissue has possibilities—Colorama

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# **FEATURE FILMS** **PRODUCTION NUMBERS and** **NATIONAL RELEASE DATES** **1958-'59 SEASON**

(This is a listing of all production numbers and release dates, as made available by the companies on 1958-'59 product, accurate to time of publication—Ed.)

NOTE: This listing is carried in every Second Edition of the *Servisection*—alternating with "The Shorts Parade," which is a complete listing of all Shorts. See: "The Shorts Parade"—Next Issue.

## Allied Artists

5810	Natchez Trail.....	Sept.
5813	Joy Ride.....	Oct.
5822	Unwed Mother.....	Oct.
5826	Queen Of Outer Space.....	Sept.
5831	Legion Of The Doomed.....	Sept.
5836	Wolf Larson.....	Oct.
5837	Revolt In The Big House.....	Nov.
5839	Johnny Rocco.....	Dec.
5901	House on Haunted Hill.....	Jan.
5902	The Cosmo Man.....	Jan.
5903	The Giant Behemoth.....	Feb.
5904	Arson For Hire.....	Feb.
5905	Al Capone.....	Mar.
5907	Battle Flame.....	April
5909	The Rebel Set.....	May
5910	Speed Crazy.....	May
5911	King of the Wild Stallions.....	June
5913	Web of Evidence.....	Sept.
5914	The Big Circus.....	July
5916	Face of Fire.....	Aug.
	Surrender Hell.....	July
	The Bat.....	Aug.

## Columbia

307	Tank Force.....	Aug.
309	Buchanan Rides Alone.....	Aug.
310	Me and The Colonel.....	Oct.
311	The Whole Truth.....	Sept.
312	She Played With Fire.....	Sept.
313	Ghost Of The China Sea.....	Sept.
314	Apache Territory.....	Oct.
315	Kill Her Gently.....	Oct.
316	The Last Hurrah.....	Nov.
317	Murder Reported.....	Nov.
318	Tarawa Beachhead.....	Nov.
319	Bell, Book and Candle.....	Jan.
320	The Seventh Voyage Of Sinbad.....	Dec.
321	The Man Inside.....	Dec.
322	Murder By Contract.....	Dec.
323	Good Day For A Hanging.....	Jan.
324	Senior Prom.....	Jan.
325	Last Blitzkrieg.....	Jan.
326	Ride Lonesome.....	Feb.
327	Gideon of Scotland Yard.....	Feb.
328	City of Fear.....	Feb.
329	Two-Headed Spy.....	Mar.
330	Forbidden Island.....	Mar.
331	Gunman From Laredo.....	Mar.
332	Gidget.....	April
333	The Bandit of Zhohe.....	April
334	Juke Box Rhythm.....	April
	On The Waterfront—RE.....	April
	The Calne Mutiny—RE.....	April
337	The Young Land.....	May
338	Face Of A Fugitive.....	May
339	Hey Boy, Hey Girl.....	May
	Gilda—RE.....	May
	Man In The Saddle—RE.....	May
342	Verboten.....	June
343	It Happened to Jane.....	June
344	The H-Man.....	June
345	The Woman Eater.....	June
	Santa Fe—RE.....	May
	Middle of the Night.....	July
	Anatomy of A Murder.....	July
	Legend of Tom Dooley.....	July
	30 Ft. Bride of Cancy Rock.....	Aug.
	Have Rocket, Will Travel.....	Aug.

## MGM

901	Cat On A Hot Tin Roof.....	Sept.
902	Dunkirk.....	Sept.
903	The Decks Ran Red.....	Oct.
904	Torpedo Run.....	Oct.
905	Party Girl.....	Nov.
906	Tunnel Of Love.....	Nov.
825	Gigl.....	Dec.
907	tom thumb.....	Dec.
908	Some Came Running.....	Jan.
909	The Doctor's Dilemma.....	Jan.
910	The Journey.....	Feb.
911	Night of the Quarter Moon.....	Feb.
912	The Mating Game.....	Mar.
913	Nowhere to Go.....	Mar.
914	Green Mansions.....	April
915	First Man Into Space.....	Feb.
916	Ask Any Girl.....	June
917	The World, the Flesh and the Devil.....	May
918	Watusi.....	May
919	Count Your Blessings.....	April
920	The Mysterians.....	June
921	The Angry Hills.....	June
922	North by Northwest.....	July
923	The Beat Generation.....	July
924	The Big Operator.....	Aug.
925	The Scapegoat.....	Aug.
	Tarzan the Ape Man.....	Sept.
	For the First Time.....	Sept.

## Paramount

5801	The Blob.....	Oct.
5802	I Married A Monster From Outer Space.....	Oct.
5803	The Party Crashers.....	Sept.
5804	As Young As We Are.....	Sept.
5805	When Hell Broke Loose.....	Nov.
5806	Houseboat.....	Nov.
5807	The Hot Angel.....	Dec.
5808	The Gelsa Boy.....	Dec.
5809	The Buccaneer.....	Jan.
5810	Tokyo After Dark.....	Jan.
5811	The Trap.....	Feb.
5812	Young Captives.....	Feb.
5813	The Black Orchid.....	Mar.
5814	Tempest.....	Mar.
R5815	A Place In the Sun—RE.....	Feb.
R5816	Stalag 17—RE.....	Feb.
5817	Thunder In the Sun.....	May
5818	The Hangman.....	June
R5819	Shane—RE.....	April
5820	Don't Give Up The Ship.....	July
5821	Last Train From Gun Hill.....	July
5822	But Not For Me.....	Oct.
5823	The Five Pennies.....	Aug.
	The Man Who Could Cheat Death.....	Sept.
	Tarzan's Greatest Adventure.....	Sept.

## 20th-Fox

832	Harry Black and The Tiger.....	Sept.
833	The Hunters.....	Sept.
834	Villa.....	Oct.
835	The Barbarian and The Gelsa.....	Oct.
836	Thundering Jets.....	
837	In Love and War.....	Nov.
839	Mardi Gras.....	Nov.
841	A Nice Little Bank That Should Be Robbed.....	Dec.
842	Roots Of Heaven.....	Dec.
843	Frontier Gun.....	Dec.
864	The Mark Of Zorro (Reissue).....	Nov.
901	The Inn Of The Sixth Happiness.....	Dec.
902	The Sheriff of Fractured Jaw.....	Jan.
903	Smiley Gets A Gun.....	Jan.
904	Rally Round The Flag Boys.....	Jan.
905	I, Mobster.....	Feb.
906	These Thousand Hills.....	Feb.
907	Intent To Kill.....	Feb.
908	Alaska Passage.....	Feb.
909	The Remarkable Mr. Pennypacker.....	Feb.
910	The Sound and the Fury.....	Mar.
911	Lone Texan.....	Mar.
912	The Sad Horse.....	May
913	Little Savage.....	May
914	Warlock.....	April
915	Compulsion.....	April
917	Woman Obsessed.....	May
918	Say One For Me.....	June
919	The Man Who Understood Women.....	June
920	Here Come the Jets.....	June
921	The Son Of Robin Hood.....	July
922	South Pacific.....	July
	Holiday For Lovers.....	July
	The Diary of Anne Frank.....	
	Blue Denim.....	Aug.
	A Private's Affair.....	Aug.
	The Return of the Fly.....	Aug.
	Alligator People.....	Aug.

## United Artists

	The Defiant Ones.....	Sept.
	Gun Runners.....	Sept.
	Terror In A Texas Town.....	Sept.
	Cop Hater.....	Sept.
	Big Country.....	Oct.
	Man Of The West.....	Oct.
	Fearmakers.....	Oct.
	Menace In The Night.....	Oct.
	Hong Kong Confidential.....	Oct.
	I Want To Live.....	Jan.
	The Muggers.....	Nov.
	Ten Days To Tulsa.....	Nov.
	Lost Missile.....	Dec.
	Machete.....	Dec.
	Horse's Mouth.....	Jan.
	Guns, Girls and Gangsters.....	Jan.
	Escort West.....	Jan.
	The Last Mile.....	Jan.
	Separate Tables.....	Feb.
	Anna Lucasta.....	Feb.
	The Great St. Louis Bank Robbery.....	Feb.
	Lonley Hearts.....	Mar.
	Mustang.....	Mar.
	Naked Maja.....	April
	Some Like It Hot.....	April
	Alias Jesse James.....	April
	Riot In Juvenile Prison.....	April
	Ten Seconds To Hell.....	April
	The Man In The Net.....	May
	Gunfight At Dodge City.....	May
	Pork Chop Hill.....	May
	Pier 5, Havana.....	June
	The Invisible Invaders.....	June
	Four Skulls of Jonathan Drake.....	June
	Hound Of The Baskervilles.....	June
	Shake Hands With The Devil.....	June
	The Horse Soldiers.....	July
	Day Of The Outlaw.....	July
	The Devil's Disciple.....	July
	A Hole In The Head.....	July
	The Wonderful Country.....	Aug.
	Cry Tough.....	Aug.
	The Rabbit Trap.....	Aug.
	Ten Seconds to Hell.....	Sept.
	Cast A Long Shadow.....	Sept.
	Take A Giant Step.....	Sept.

## Universal

5901	Blood Of The Vampire.....	Nov.
5902	Monster On The Campus.....	Nov.
5903	The Light Touch.....	Nov.
5904	Bend Of The River (Reissue).....	Nov.
5905	The World In His Arms (Reissue).....	Dec.
5906	The Restless Years.....	Dec.
5907	Appointment With A Shadow.....	Dec.
5908	The Mark Of The Hawk.....	Dec.
5909	Mississippi Gambler (Reissue).....	Dec.
5910	Up Front (Reissue).....	Dec.
5911	The Perfect Furlough.....	Jan.
5912	The Silent Enemy.....	Jan.
5913	Money, Women and Guns.....	Jan.
5914	A Stranger In My Arms.....	Feb.
5915	No Name On the Bullet.....	Feb.
5916	Never Steal Anything Small.....	April
5917	Step Down to Terror.....	Mar.
5918	Imitation of Life.....	Mar.
5919	The Wild And The Innocent.....	May
5920	Floods Of Fear.....	May
5921	Johnny Dark—RE.....	May
5922	Man Without A Star—RE.....	May
5923	The Mummy.....	June
5924	Curse Of The Undead.....	June
5925	This Earth Is Mine.....	July
5926	Born To Be Loved.....	Aug.

## Warners

801	Wind Across The Everglades.....	Sept.
802	Damn Yankees.....	Sept.
803	The Old Man and The Sea.....	
804	Onionhead.....	Oct.
805	From The Earth To The Moon.....	Nov.
806	Enchanted Island.....	Nov.
807	Home Before Dark.....	Nov.
808	Auntie Mame.....	Dec.
809	Up Periscope.....	Jan.
810	The Hanging Tree.....	Feb.
811	Helen of Troy—RE.....	Mar.
812	Land of the Pharaohs—RE.....	Mar.
813	Rio Bravo.....	April
814	A Star Is Born—RE.....	April
815	Westbound.....	April
816	Born Reckless.....	May
817	Island of Lost Women.....	May
818	The Young Philadelphians.....	June
819	Gigantis, The Fire Monster.....	June
820	Teenagers From Outer Space.....	June
821	The Nun's Story.....	July
822	Hercules.....	July
823	John Paul Jones.....	Aug.



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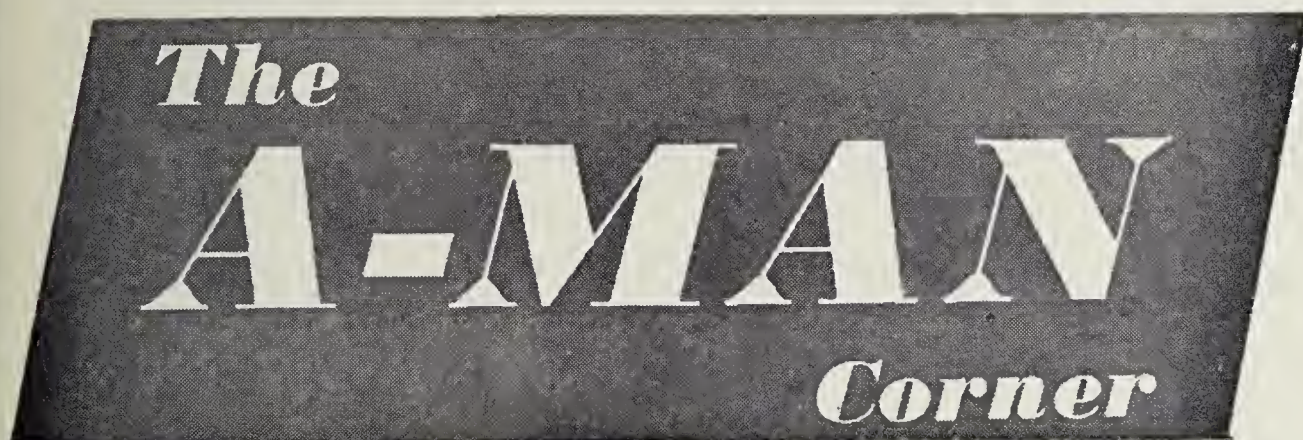
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AFTER 3 MONTHS in hospital and sickbed . . . Morris Lev . . . is now in A-1 health and available for manager's job. If you have a "white elephant" theatre, then I can make it pay off, if my booking ideas are followed. Contact me at 1513 Baird Ave., Camden, N. J. (715)

PROMOTION MINDED FIRST RUN MANAGER available. Excellent background and references. Will relocate any city where good opportunity is offered on permanent basis. BOX 8715, c/a M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

WANTED—experienced manager for conventional theatres in New Jersey. Permanent, top salary, real opportunity for aggressive man. Apply Walter Reade, Inc., Mayfair House, Deal Road, Oakhurst, N. J. or call Kellag 1-1600. (715)

PROJECTIONIST AVAILABLE, 17 years experience. Married, dependable worker, experienced on all types of equipment, 4-wall and drive-ins. Licensed. L. J. WALKER, 8527 Algan Ave., Phila. 15, Pa. (715)

MANAGER OR ASSISTANT AVAILABLE. Only a few years experience, but temperant, reliable, ambitious and willing to learn. Good at exploitation. Go anywhere, but Canadian Maritimes preferred. BOX A715, c/a M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

AGGRESSIVE W. Va. Drive In Manager, with 12 yrs experience, wants Permanent management position in Florida, with or without concession management. Write Box #A78, c/a M. P. Exhibitor, 246 N. Clarion Street, Philadelphia 7, Pa.

FILM BUYER-BOOKER—Experienced circuit and co-op—also distribution background. Presently city manager 3 houses independent circuit. Available September 1. Minimum \$200. week. BOX C715, c/a M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

ACHIEVEMENT Citation(s) winner wanting to re-locate. The best of references. Prefer Kentucky or neighboring states. But will go anyplace. Write Box B78 c/o M. P. Exhibitor, 246 N. Clarion Street, Phila. 7, Pa.

PROJECTIONIST, licensed, 25 years experience. Good ideas and can improve projection and lighting effects. Live in N.Y.C. Right party only, no drifters. Salary \$100. week to start. BOX A722, c/a M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

WANTED: Combination projectionist-janitor, permanent, matinee Sundays, one day and evening off weekly, starting \$250 per month, independently owned, apply now giving experience, references, full particulars. CRESCO THEATRE, Box 313, Cresco, Iowa. (722)

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### BONANZA!

**"BEST TARZAN IN YEARS!**

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of adult ticket buyers!"**

—M. P. DAILY

**"HEARTY BOXOFFICE!"**

—VARIETY

**\*Exhibitors are shouting, too—from coast-to-coast!  
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Charlotte, N. C. . . .	San Francisco, Cal. . .
Cincinnati, Ohio . . .	Savannah, Ga. . . .
Memphis, Tenn. . . .	Scranton, Pa. . . .
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**Get on the talking drums and call PARAMOUNT now!**

starring GORDON ANTHONY SARA NIALl SEAN SCILLA Produced by Directed by Screenplay by  
SCOTT QUAYLE SHANE MACGINNIS CONNERY GABEL SY WEINTRAUB JOHN GUILLERMIN BERNE GILER and JOHN GUILLERMIN

From a Story by LES CRUTCHFIELD Based upon the Characters Created by Edgar Rice Burroughs • A Sy Weintraub-Harvey Hayutin Production • A PARAMOUNT RELEASE



MOTION PICTURE

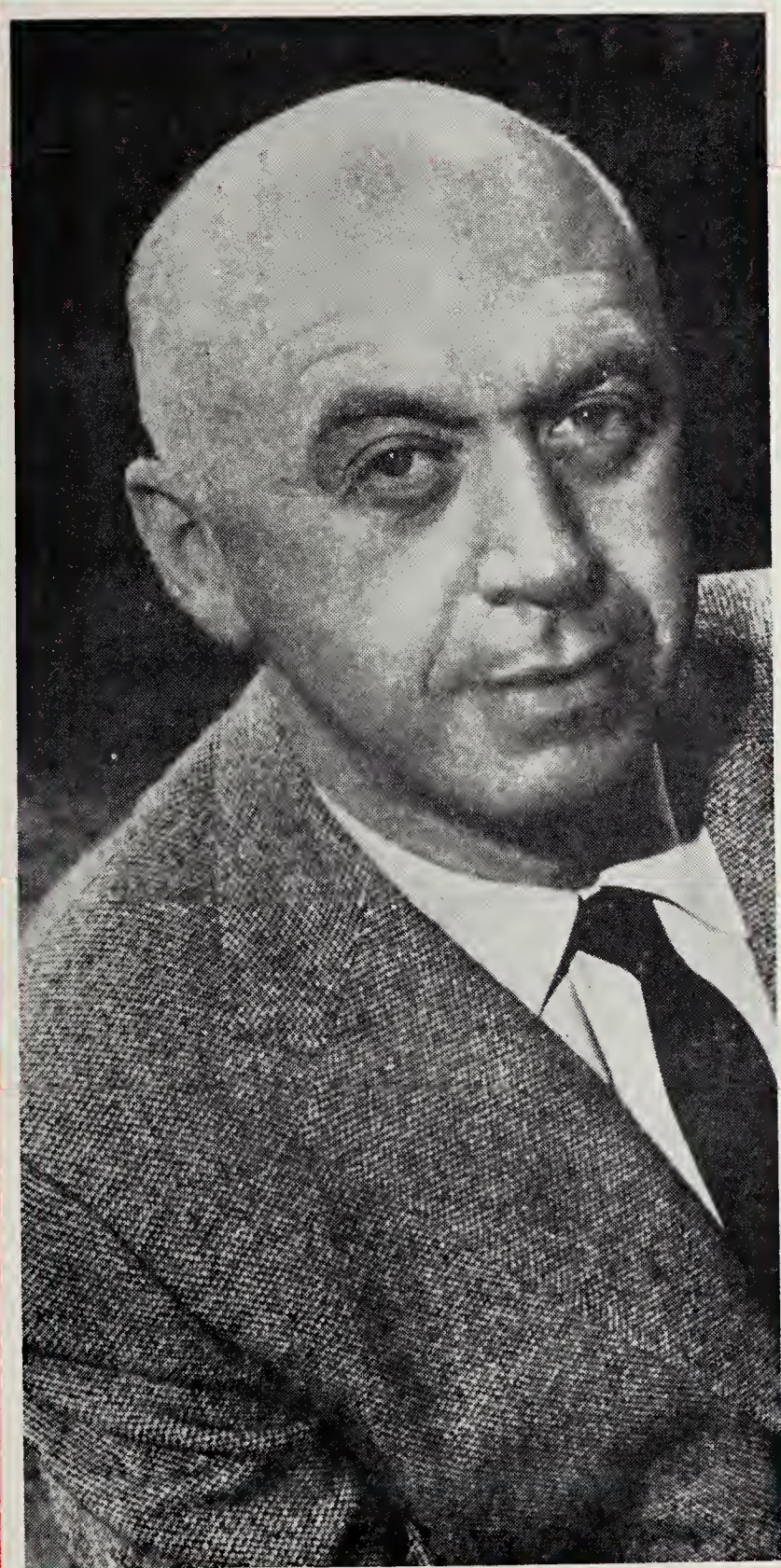
# EXHIBITOR

JULY 29, 1959

Volume 62

Number 12

IN THREE SECTIONS • THIS IS SECTION ONE



*Plus...*  
**SHOWMEN'S  
TRADE REVIEW**

Founded in 1933 by  
CHARLES E. "Chick" LEWIS

## Lion Roars Back; Loew's In Black

(See Page 8)

## COMPO Spells Out Censorship Evils

(See Page 10)

The confusion surrounding present municipal censorship practices was never more apparent than in the recent case of Columbia's "An Anatomy of a Murder," produced and directed by Otto Preminger (seen here). Critically acclaimed, it ran into censor trouble in Chicago, necessitating court action and a postponement of its opening date.

**featuring:** The Merchandising of BLUE DENIM (Part Two)



**TAKE A TIP—TAKE A TRIP!**  
See it at M-G-M's gala Theatre Preview in the  
Exchange City nearest you! It's the answer to every  
Showman's prayer for a Labor Day block-buster!

**THIS... IS... A... HONEYMOON ???**

The overseas sergeant wins a dream-car as a prize...

and a dream-girl for his bride! Each has

the most beautiful chassis in the world.

But the government won't let him

use one... and she has her

own ideas about

the other!



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Presents AN ARCOLA PRODUCTION  
Starring

**Glenn Ford**  
**Debbie Reynolds**

in

**IT STARTED**  
**WITH A KISS**

Hear Debbie  
sing the title song

Available on  
M-G-M Records



And it's a joy-ride all the way... from cool dolls  
to hot flamencos... from fiestas to bullfights...  
**FILMED IN GAY, ROMANTIC SPAIN IN COLOR!**

Co-Starring

**GUSTAVO ROJO · EVA GABOR · FRED CLARK**

with

**EDGAR BUCHANAN · CHARLES LEDERER**

Screen Play by

Story by  
VALENTINE  
DAVIES

In CinemaScope  
and METROCOLOR

Directed by

**GEORGE MARSHALL · AARON ROSENBERG**

Produced by



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VOLUME 62 • NO. 12

JULY 29, 1959

## AN APPEAL TO THE U.S. SUPREME COURT

AS A LOGICAL RESULT of its piecemeal decisions, and as the only apparent way to clear the legally beclouded air, we respectfully appeal to the United States Supreme Court to issue a blanket statement eliminating pre-censorship altogether, and placing each exhibitor under the same laws and police powers that affect everyone else in the area where he operates. Laws covering pornography and indecent exhibitions are observed everywhere, have been tested, and have been proved workable in court. With pre-censorship removed as a specific motion picture industry harassment, lawyers and exhibitors alike would know where they stand, and appeals from such post-showing bans as materialize could be made directly to the courts where they belong.

Under such conditions, censor boards comprised of political appointees, and however well-meaning but hardly knowledgeable old ladies, would be eliminated from the scene. Eliminated also would be their decisions, based too frequently on nothing more than whims, on steamed-up prejudices, or on ill-trained judgment of a particular sequence without regard for the story needs of the entire feature.

In nearly all cases, exhibitors are reputable business men. Exhibitors are respected and responsible members of their

community. The fringe of fast-buck operators, who scribble their pornographic images on the screens of run-down theatres for the entertainment of morons and worse, have no connection with exhibitors as such. Exhibitors, stigmatized through guilt-by-association, are more anxious to drive such operators out of the industry than anyone else, including the police and the professional defenders of morals who view with alarm.

The courts have said, in effect, what is immoral to one man or to one group may not be so to another. But anyone who believes that the bars to trash, and the penalties for showing it, have been destroyed, is dead wrong. Municipal governments are fully empowered to act against pornographic exhibitions, and would probably do so more intelligently if the highest court in the land would stop being a censor board for specific pictures, and would let such governments know where they stand in the hopelessly confused maze of conflicting decisions that have occurred in recent years.

As it is, both industry and law enforcement officers are blindfolded, and the only winners are the fast-buck filth peddlers working with one foot inside and one foot outside the law.

We appeal for a clarification!

## THE MAN IN THE MIRROR . . . AND YOU

THERE IS an old saying that "The man you look at while shaving, is the most important man you'll meet all day!" And it certainly seems that some exhibitors should take a good look at that man, and see whether they are proud of the view.

A case in point is a current report from John W. Keller, of Keller & Keller, Attorneys at Law, Waynesboro, Pa., addressed to those theatremen in townships and boroughs in the state of Pennsylvania where Blue Laws still prevent the showing of Sunday movies. Mr. Keller, it seems, was hired by these theatremen to coordinate their efforts to pass Senate Bill No. 921, and they actually have the bill before the Senate Law and Order Committee, where some pressure will be needed to get it out for a vote.

But our reference to the mirror is occasioned by just one paragraph in Mr. Keller's letter. Here it is:

*"To date only a very small sum of money has been collected to defray expenses of this campaign (and only a very few have contributed that small sum). The only Association expenditures have been for printing, postage and mimeographing. No personal expenses have been reimbursed and no compensation*

*has been paid for 'services rendered.' Despite these facts, 'the well is dry,' and financial help must be secured. The members attending the meeting have directed us to write this progress letter and to request each recipient to contribute a minimum of \$5.00 per theatre for foreseeable future expenses. Will you please send your check, etc."*

So, with a chance of converting a six day operation into a seven day operation, however long the odds, the hat is being passed for just five measly bucks per theatre. Should the effort succeed, even the meanest of the theatres affected should gross \$100 more per week. You would think that even the greatest tightwad would back such a play.

But no, don't look that guy in the mirror in the eye. Don't join with your fellows in any worthwhile effort. Let George do it. If he succeeds, ride in on his coat tails. These are some of the exhibitors who complain about business.

And, in view of this intimate example, we are even more impressed with George Keresotes' recent announcement that more than 60 per cent of the nation's theatres are now members of the T.O.A. Dues paying members?

## QUITE A TITLE!

A CURRENT ANNOUNCEMENT from Universal-International, tells of a new picture that William A. Wellman will produce and direct, titled THE S.O.B.'S. It seems that was the nickname for a Fighter Squadron operating in the South Pacific during World War II. But can you imagine some of the parental indignation that will take place if that is the eventual title?

Johnny can ask his mother for 50 cents "to see THE

S.O.B.'S." Or when Mary starts out on a date she can assure her mother that she'll be home early because she is only going "to see THE S.O.B.'S." And what about the normal orderly teenager and younger set that represent such a big part of our current potential? The roughnecks will like it. But will the others?

Quite a title!



**ACCEPTING DATES  
NOW FOR AUG. 15  
AND BEYOND**

A BIG 20<sup>th</sup>  
ATTRACTION  
FOR EVERY KIND  
OF THEATRE

SUPPORTED BY  
VALUE-PACKED  
SHOWMANSHIP

BIG MUSIC  
PROMOTION  
ON THE BALLAD OF  
**THE OREGON TRAIL**

**EXCITING TV TRAILERS**

**RADIO SPOT CAMPAIGN**



STARRING

**FRED**

never hotter than

**WILLIAM BISHOP**

PRODUCED BY

**RICHARD EINFELD**





# GOON TRAIL

## MACMURRAY

Now...in his first picture since the great success of "The Shaggy Dog"

ALSO STARRING

NINA SHIPMAN | GLORIA TALBOTT • HENRY HULL • JOHN CARRADINE

DIRECTED BY

GENE FOWLER, JR.

STORY AND SCREENPLAY BY

GENE FOWLER, JR. AND LOUIS VITTES

CINEMASCOPE  
COLOR by DE LUXE  
STEREOPHONIC SOUND





20  
Century-Fox  
presents

SAL CHRISTINE BARRY BARBARA  
MINEO★CARERE★COE★EDEN  
GARY TERRY JIM JESSIE ROYCE  
CROSBY★MOORE★BACKUS★LANDIS

# a Private's Affair

THIS IS THE  
BATTLE THAT  
HAD TO BE WON...  
*and it was!*

THIS WAS THE  
OBJECTIVE THAT  
HAD TO BE TAKEN..  
*and it was!*

They'll never  
get their  
good conduct  
medals  
this way!

**T**heir marksmanship's on girls—and just wait'll they get the range!  
NOBODY HAS MORE FUN THAN PRIVATES IN LOVE!

IT'S THE BIG  
PARADE OF YOUTH,  
LOVE AND  
LAUGHTER!

Songs  
"WARM AND WILLING"  
"36-24-36"  
"THE SAME OLD  
ARMY"



PRODUCED BY  
DAVID WEISBART  
DIRECTED BY  
RAOUL WALSH  
SCREENPLAY BY  
WINSTON MILLER  
COLOR by DE LUXE  
CINEMASCOPE  
STEREOPHONIC SOUND





# NEWS CAPSULES

## ACE-MPA Meet July 31

NEW YORK—The long-awaited meeting between representatives of the American Congress of Exhibitors and the exhibitor relations committee of the Motion Picture Association will take place on July 31 at 11 a.m. in the MPA board room.



## BROADWAY GROSSES

### Broadway Biz Hold Ups

New York—Most of the Broadway first runs held up very well last week-end, with the State, Astor and Roxy doing very well, indeed.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the break-down was as follows:

**"HOLIDAY FOR LOVERS"** (20th-Fox). Paramount (\$39,453)\*—The opening week was heading toward \$32,000.

**"THE NUN'S STORY"** (Warners). Radio City Music Hall (\$147,610)—Thursday through Sunday accounted for \$83,000, with the sixth week expected to reach \$140,000. Stage show.

**"THE BIG CIRCUS"** (AA). Roxy (\$55,405)—Friday through Sunday accounted for \$31,000, with the second session sure of \$57,000. Stage show.

**"THE FIVE PENNIES"** (Paramount). Capitol (\$33,350)—The sixth and last week was anticipated at \$20,000.

**"TEN SECONDS TO HELL"** (UA). Victoria (\$22,900)—The second week was claimed as \$10,000.

**"THE HORSE SOLDIERS"** (UA). Astor (\$25,630)—The fifth week was \$24,000.

**"ANATOMY OF A MURDER"** (Col.). Criterion announced the fourth week as \$40,000.

**"MIDDLE OF THE NIGHT"** (Col.). Forum did \$12,500 on the sixth week.

**"A HOLE IN THE HEAD"** (UA). Loew's State garnered \$58,000 on the second week.

**"DIARY OF ANNE FRANK"** (20th-Fox). RKO Palace announced \$14,000 for the fourth week of continuous showings or the 19th of the engagement.

\*Figures in parentheses represent 1958 averages as compiled by MOTION PICTURE EXHIBITOR.

## A Quick Summary of All Important Industry News Condensed for the Busy Executive.

**FORMS FOR THIS PAGE CLOSED AT 2 P.M. ON MON., JULY 27**

## SW And Subsidiaries Show Big Profits

NEW YORK—The highest operating profits on record for Stanley Warner Corporation and its subsidiaries for both the quarter ended May 30, 1959 and the nine months ended the same date were announced today by S. H. Fabian, president.

The profit for the quarter ended May 30, 1959 was more than five times the profit for the corresponding quarter one year ago; the profit for the nine months ended that date was more than twice the profit for the same period last year.

For the nine months ended May 30, 1959 the net income before federal and foreign income taxes was \$7,191,300, after deducting depreciation charges of \$3,702,000. The net income before federal and foreign income taxes for the corresponding period last year was \$3,246,000, when depreciation charges were \$4,130,000. The net profit for the nine months ended May 30, 1959 after all charges including federal and foreign income taxes was \$3,591,300 which compares with a net profit of \$1,706,000 earned during the same period last year.

The profit for the nine months ended May 30, 1959 is equivalent to \$1.77 per share of common stock outstanding which compares with 83¢ per share earned one year ago.

During the nine months ended May 30, 1959 unusual property dispositions, a write-off of the cost of certain securities, less a profit realized on the sale of the securities resulted in a loss of \$2,469,000. Owing to the losses from unusual property dispositions there will be a saving of \$925,000 in the payment of federal income taxes. Accordingly, \$925,000 of such losses has been charged against operating income for the nine month period, representing the equivalent of the federal income taxes which would have been payable had no such losses been incurred.

The balance of \$1,544,100 has been charged to earned surplus. Such charge is equivalent to 76¢ per share on the common stock. During the corresponding period last year the charge to earned surplus was \$682,000, equivalent to 33¢ per share on the common stock.

For the nine months ended May 30, 1959 theatre admission, merchandise sales and other income amounted to \$92,869,800, which is an increase of 9.3% over similar income of \$84,953,000 for the corresponding nine months one year ago.

The net profit for the quarter ended May 30, 1959 after all charges including federal and foreign income taxes was \$1,337,600 which compares with a profit of \$266,500 for the same quarter last year. The net profit for the May 1959 quarter is equivalent to 66¢ per share of common stock; one year ago the net profit was equivalent to 12¢ per share.

\$1,434,600, the equivalent of 71¢ per share on the common stock, was charged to earned surplus during the May 1959 quarter whereas for the May quarter one year ago there was a charge of \$553,400 against earned surplus, equivalent to 26¢ per share of common stock.

## ACLU Against Pa. Censor Bill

PHILADELPHIA—Pennsylvania's governor and attorney general were accused of shirking their responsibility on the movie censorship bill, Senate bill 373, in a recent statement by Spencer Coxe, executive director of the Philadelphia branch, American Civil Liberties Union.

Coxe said that Governor Lawrence and the State's Atty. Gen. Anne X. Alpern were duty bound to oppose legislation that is unconstitutional, regardless of popular pressures, and claimed that these officials were leaving to the courts the chore of eliminating the act. The administration prefers to leave the work to the courts even though it has been furnished with full legal proof of the bill's unconstitutionality, Coxe said.

## U.S. Films Top Spanish Fete

NEW YORK—Warners' "The Nun's Story" was awarded the top prize, "The Golden Sea Shell," at the San Sebastian Film Festival in Spain. Audrey Hepburn, who co-stars with Peter Finch in this Fred Zinnemann hit, was acclaimed as the "Best Actress" by the judges.

Alfred Hitchcock's MGM hit, "North By Northwest," took second place honors, receiving a "Silver Shell" award.



## FILM FAMILY ALBUM

### Diamond Ring

Rosemary Pascale, secretary to Hugh Owen, vice-president, Paramount Film Distributing Corporation, has announced her engagement to Neil Davino, Jr.

### Arrivals

Jill Caras, wife of Roger Caras, Columbia Pictures radio-TV representative, gave birth to an eight pound, nine ounce boy in Booth Memorial Hospital, Flushing, N. Y. The couple has a girl, Pamela, three.

### Sick Call

Leo Wilder, Warners publicity department, returned after recuperating from surgery at Mount Sinai Hospital, New York.

### Obituaries

Harry Engelstein, owner, Regal, Chicago, died leaving a brother.

Mrs. Apha Hisey, 85, owner, State, Nashville, Ill., for about 25 years, died of a stroke at her home. She was the mother of the late Gradwell Sears, prominent motion picture sales executive, and of Homer Hisey, salesman for Warners in the St. Louis territory.

David Jacobs, 70, retired chief electrician for Loew's Theatres, Inc., died of a heart ailment in New York City. He was one of Loew's oldest employees in years of service. He is survived by a son, Lloyd, chief electrician for Loew's Theatres, his widow and a daughter.

Albert Laile, 79, manager, suburban Park in Cincinnati for 25 years prior to his retirement in 1952, died at his home. Survivors include his widow, two sons and a daughter.

## Industry's Most Complete Saveable Review Section

### IN THIS ISSUE

1. Blue Denim (Fox)
2. Cry Tough (UA)
3. Daddy 'O' (A-I)
4. The Enchanted Mirror (Sovexport-film)
5. Have Rocket, Will Travel (Col.)
6. The Headless Ghost (A-I)
7. King Of The Wild Stallions (AA)
8. Lady Chatterley's Lover (Kingsley-Int.)
9. The Miracle Of The Hills (Fox)
10. A Private's Affair (Fox)
11. Road Racers (A-I)
12. The Scapegoat (MGM)
13. Ten Seconds To Hell (UA)
14. Women Are Weak (NTA)



# MORE

about the  
campaign  
that  
merchandised—

20  
Century-Fox  
presents

# "blue denim"

# HOW

it was launched  
in its first  
engagement  
anywhere—

**VICTORIA THEATRE**  
**NEW YORK**

—a model  
for duplication  
all over  
America!

Last week we detailed the complete nationwide campaign. Today, in New York, the 20th-Fox department is putting the finishing touches on 23 days of pre-selling. Tomorrow the picture opens.

The story of how they did it is scattered throughout today's special series.

**"BLUE DENIM" (Part Two)**

## All Loew's Operations Show Gain; \$6 Million Net Follows '58 Loss

### August Is Will Rogers Month For Industry's Own

SARANAC LAKE, N.Y.—The month of August has been designated this year as Will Rogers Month for the benefit of the Will Rogers Memorial Hospital and Research Laboratories.

A Montague, president, and all of the hospital officers and directors, as well as the regional chairmen of the drive, urge 100 per cent trade participation so that results will exceed the total raised for the industry's own charity last year.

Exhibitors are urged to get the trailer from National Screen Service and make plans for audience collections now.

### Art Circuit Enjoined From Chaplin Shows

BROOKLYN, N. Y.—U. S. District Judge Leo F. Rayfiel last week signed a decree permanently enjoining Robert B. Fischer and Earl Colvin, Washington, D. C.; Edward Saretsky, Philadelphia; and eight corporations associated with Fischer, as well as International Art Production Management Company and Film Masterpieces, in whose names Fisher conducted business, from vending, distributing, exhibiting, or otherwise infringing the copyrights in 15 Charles Chaplin photoplays. These include "Modern Times," "A Dog's Life," "Shoulder Arms," "The Kid," "The Idle Class," "Pay Day," "The Pilgrim," "The Circus," "City Lights," "The Great Dictator," "Sunnyside," "A Day's Pleasure," "A Woman Of Paris," "Limelight," and "Monsieur Verdoux."

The action was originally brought in the above U. S. District Court for the Eastern District of New York in April by the Roy Export Company Establishment, owner by assignment from Chaplin of the copyrights in these films, and co-plaintiff, Lopert Films, Inc., its sole authorized U. S. distributor of "Modern Times," for unauthorized showings of this film at the Inwood Art, Forest Hills, and elsewhere. The suit was brought four days after the previously closed Inwood was reopened to show "Modern Times."

On the date suit was filed, the film print was seized by the U. S. Marshal pursuant to an order by U. S. Judge Mortimer W. Byers. By recent agreement of the parties, the complaint in the action was amended to add to the original claims relating only to "Modern Times," additional claims asserted by plaintiff-owner Roy Export Company only, relating to infringements and threats of infringements of the copyrights in the other 14 pictures covered in the decree, none of which have yet been licensed for current distribution in this country.

In addition to Excellent Films, Inc., named as a defendant in the original action, which operated both the Inwood Art, Forest Hills, and the New Glen, Williamsville, N. Y., the injunction is effective against seven other corporations which Fischer heads. These are Artistic Films, Inc., operating the New Cameo Art, Baltimore, Md.; Classic Films, Inc., formerly operating the Ambassador Art, Philadelphia; Great Films, Inc., operator, Mayfield

NEW YORK — Loew's, Inc., (MGM) had consolidated net earnings of \$6,157,000 or \$2.31 per share for the 40 weeks ended June 4, 1959, as compared with a loss of \$683,000 in the corresponding period last year, President Joseph R. Vogel reported to stockholders last week.

For the 12-week period ended June 4, consolidated net earnings were \$1,359,000 or 51 cents per share, as compared with a loss of \$106,000 in the previous year's third quarter.

"All divisions of Loew's (film production-distribution and foreign theatres, television, records and music) are operating profitably in the current year," Vogel said, "and each division shows an improvement over last year. The contrast is particularly significant in the film production-distribution operations which earned \$5,423,000 before interest and Federal income taxes in the 40 weeks of fiscal 1959, as compared to a loss of \$7,114,000 in the 40 weeks ended June 5, 1958."

"Our objective is to maintain and strengthen the company's profitable operations and to resume the payment of dividends," Vogel declared.

At a recent meeting, the board of directors, subject to stockholder approval, voted for the granting of restricted stock options to key personnel. The options would involve an aggregate of 131,000 shares of the company's common stock, the option price being 100 per cent of the average daily market price between March 12, 1959, and May 27, 1959, or \$30.25 per share.

In the report to stockholders, Vogel noted the early release of an outstanding group of motion pictures. In the months ahead, Loew's looks forward to releasing "North By Northwest," which stars Cary Grant and Eva Marie Saint and was produced and directed by Alfred Hitchcock; "It Started With A Kiss," a comedy starring Glenn Ford and Debbie Reynolds; "Never So Few," in which Frank Sinatra and Gina Lollobrigida star; "The Wreck Of The Mary Deare," a dramatic sea story starring Gary Cooper and Charlton Heston; and "Home From The Hill" starring Robert Mitchum and Eleanor Parker.

"'Ben-Hur' will be the entertainment experience of a lifetime," according to Vogel. "The editing and scoring of this magnificent production is going forward on schedule, and the release of this film in November has become an event of major interest everywhere."

Art, Cleveland; Esthetic Films, Inc., operator, Liberty Art, Milwaukee; Spectacular Films, Inc., operator, New Roxy Art, St. Louis; Stanton Theatre Corporation, operating New Stanton, Washington, D. C., and the Ambrosbrook Theatre Corporation, operating Art Overbrook, Philadelphia.

Defendants Fischer, Colvin, and Saretsky, as well as the eight corporate defendants, appeared in the action by their attorneys, admitted the allegations of the amended complaint, and consented to the decree permanently enjoining their dealings with these Chaplin films.

In addition to forbidding such defendants to distribute or exhibit these Chaplin films,

(Continued on page 9)



# Velde, Lewis, Lober Named V-Ps As UA Creates Three New Offices

NEW YORK—Arthur B. Krim, president of United Artists Corporation, last week announced the election of James R. Velde, Roger H. Lewis, and Louis Lober as vice-presidents of the Corporation.



VELDE

Velde has been elevated from general sales manager to vice-president in charge of domestic sales. Lewis moves from his present post of national director of advertising, publicity and exploitation to vice-president in charge of advertising, publicity and exploitation. Lober, formerly general manager of the foreign department, has been elected vice-president in charge of foreign operations. The three posts are newly created.

In announcing the series of executive promotions, Krim stated, "It is with a great deal of satisfaction and pride that I am able to note that these men have served with United Artists during our last eight years of expansion. Their election reflects the same spirit of growth internally that the company has been able to achieve in the entertainment industry."



LEWIS



LOBER

Velde, a native of Bloomington, Ill., and educated at Illinois Wesleyan University, entered the film industry in 1934 as a shipper with Paramount Pictures. He held a series of sales posts with Paramount, the Selznick Releasing Organization, and Eagle Lion Films before coming to United Artists as western district manager in 1951. He was elevated to the post of general manager for the company in 1956.

Lewis, born in New York City, was educated at U.C.L.A. and Columbia University. After serving as an office boy in the advertising and publicity department of Warner Brothers, he assumed the post of a special assistant to 20th Fox's director of advertising, publicity and exploitation. He was later creative director and vice-president of the Monroe Greenthal advertising agency. Lewis joined UA as advertising manager in 1952 and was named national director of advertising, publicity and exploitation in 1956.

Lober, born in London, England, received his education in the United States. In 1929, he joined the MGM sales department. Following the Second World War, Lober rejoined Loew's International Corporation as regional director for Europe and the Middle East. After serving with Warner Brothers in Paris, he joined United Artists in 1951 as continental manager. In January of 1953, Lober was named general manager of United Artists' foreign department.

## Penna. Exhibitors Urged To Back Blue Law Changes

WAYNESBORO, PA.—The Pennsylvania Motion Picture Association is continuing its push for passage of Senate Bill 921 calling for liberalization of the state's Sunday blue laws in connection with showing of motion pictures.

Another meeting of the group was held on July 27 with John Broumas at the Penn Harris Hotel, Harrisburg, followed by meetings with Senators and Representatives, whose support in the bill's passage was solicited.

A similar meeting on July 14 was reported as disappointing but it was said by John W. Keller that the distribution end of the business has done a magnificent job of cooperating. The current effort is to have the bill reported out of the Law and Order Committee.

Keller also broadcast an S.O.S. for funds to defray expenses of the campaign, suggesting that a minimum of \$5 per theatre be contributed at once.

**ART** (Continued from page 8)

the decree finally dismisses, with prejudice, the counterclaim interposed by defendant Excellent Films, Inc., operator, Inwood Art, to the original complaint, by which Excellent had claimed \$200,000 actual and \$400,000 punitive damage alleged to have been suffered by reason of the U. S. Marshal's seizure of the "Modern Times" print.

This decree disposes of legal claims arising out of recent unauthorized showings of various of these Chaplin films at so-called art movie theatres operated by this group of defendants.

Other film distributors have also taken action in New York arising out of showings or advertised showings of their pictures at the Inwood Art. Universal secured a decree last June from Judge Rayfiel, in the same Court, permanently enjoining the same defendants from distributing or exhibiting "The Phantom Of The Opera," and Brandon Films, Inc., sought a temporary injunction last month in the Supreme Court, Queens County, against Excellent Films, Inc., to prevent the showing of "Streets Of Sorrow," featuring Greta Garbo, advertised for the Inwood Art. The showing was cancelled and the theatre was closed.

Fred Goldberg has been named national director of advertising, publicity and exploitation, Lewis announced. Goldberg moves into the post vacated by Lewis when he assumed the vice-presidency. Goldberg entered the motion picture industry in 1946 at Paramount Pictures, and served as assistant exploitation manager, trade paper contact, syndicate contact, New York newspaper contact, and promotion manager. From there, he moved in 1953 to RKO Pictures, where he assumed the position of assistant publicity manager. He later served as advertising, publicity and exploitation manager at the I.F.E. Releasing Organization, and as vice-president of Norton and Condon. Goldberg subsequently became head of the New York office of Blowitz and Maskel. On March 3, 1958, he came to United Artists as executive assistant to Lewis.

## JOAN CRAWFORD •

is one of the great assets of the theatre trailer. In New York it played at both the Victoria and Astor theatres for more than two weeks prior to the opening. Speaking as a mother to parents, she introduces the subject matter, and the young stars, with authority and stature.

## JOAN CRAWFORD •

is also in the splendid TV trailer. Prior to opening day this trailer was seen on WABC-TV

WRCA-TV

WNEW-TV

WOR-TV

WNTA-TV

## The voice of JOAN CRAWFORD •

is also in the radio spots. The vast spot announcement program for

20  
Century-Fox  
presents

# "blue denim"

featuring as well the actual voices of Lynley and deWilde, and dialogue from the picture, was an integral part of the advance New York build-up. Stations covered were

WNEW

WABC

WQXR

WOR

WINS

WMGM

WPAT

WMCA

and foreign language stations WHLM and WLIB



## A SPECIAL SERIES OF READERS •

placed strategically off the movie pages of the New York dailies proved very effective. The bold type and format usually associated with "personals" called unique attention to . . .

20  
Century-Fox  
presents

# "blue denim"

### Unwed Moms On Increase

This is no time to condemn...this is no time to accuse...this is no time to be timid! Who's to blame? The parents who won't listen...or the children who are afraid to tell. Where can it all lead except to find someone who helps "girls in trouble". The plight of the unwed mother is probed frankly with utmost compassion in the motion picture, BLUE DENIM. Coming Soon to the Victoria!

### Seek Illegal Way Out

Janet is only 15, yet she is typical of too many teenagers today. She's a nice kid who never thought something like this could happen to her. Overnight, she's a "girl in trouble"...with no one to turn to but Arthur, age 16...the boy responsible...and they know only one way out! What happens after this is the core of the unusual motion picture, BLUE DENIM. Coming Soon to the Victoria!

### "Find Someone Who Helps 'Girls In Trouble'?"

Janet, age 15, and Arthur, age 16. They're the last kids in the world you'd expect it to happen to. A basement with the lights turned 'hid- group of too f. a way girls in story o too mar. as you'll Century-BLUE DE to the Victo

### Illegal Operation Exposed

Fifteen year old Janet said she'd rather drown herself than tell her father. Sixteen year old Arthur, the boy responsible, tried to tell his parents but they were too busy to listen. So how do two nice kids who have gone too far face their problem... and how do they find a "way out"? The solutions too many teenagers are forced to find for themselves is exposed in the bold, new motion picture, BLUE DENIM. Coming Soon to the Victoria!

### 15, Unwed Mother

They were just kids...nice kids. Their parents had never bothered to tell them the facts of life. After all Janet was only 15 and Arthur, 16. But they were in love with a maturity far beyond their years. The story of the anguished aftermath is compassionately told in the motion picture, BLUE DENIM. Coming Soon to the Victoria!

### How Far Is Too Far?

At what point do two nice kids put a "stop signal" on their feelings? What inner radar beams the message—"watch out, trouble ahead"? Janet, age 15, and Arthur, age 16, were in love...and curious. The events that ensued and the problems they faced make the motion picture, BLUE DENIM, provocative, pertinent and timely entertainment. Coming Soon to the Victoria!

# COMPO Spells Out Censor Bill Evils

## Penna. Measure Analyzed, Found Unworkable And Discriminatory; Theatres Seen In Constant Danger

NEW YORK — The Council of Motion Picture Organizations, Inc., last fortnight went on record as being unalteringly opposed to the proposed Senate Bill 373 establishing a new censorship board, which has already passed the Pennsylvania State Senate and is now in the House of Representatives awaiting Rules Committee action.

Since there is a strong possibility that this bill may be passed, COMPO is trying to do everything possible to arouse all elements of the motion picture industry in Pennsylvania to the danger that lies in this measure and the necessity for doing everything possible to have it defeated.

COMPO, in its analysis of the bill, which authorizes post-showing censorship, offers proof of its impracticality.

Says COMPO:

1—All movie theatres in Pennsylvania would be in constant danger of having to go dark for long periods if this bill should pass. An example: A first run theatre could spend thousands of dollars advertising the opening of a picture, but after the picture has opened the censor board could declare the picture unsuitable and the film would have to be withdrawn. If this should happen, that theatre would have to be dark for an indeterminate period, as it would be virtually impossible to get a new picture as a replacement; indeed, the replacement also might have to be withdrawn, making the theatre dark again. All this could occur at the whim of three persons who have such little business stature as to be willing to work for a top salary of \$5,500 a year.

2—The bill would make it infinitely more difficult for any drive-in theatre to operate, as disapproval of a picture for persons under 17 years of age would make it impossible for married couples to take their small children

## Albany Drive-In Offers Patrons Weather Insurance

ALBANY—Donald Hallenbeck, owner, Indian Ladder Drive-In, revealed to an Albany newspaper that his is "now the only theatre in the country with weather insurance which provides that should the temperature go above 80 degrees at 8 p.m., customers will receive a free ticket to the next show."

Hallenbeck also operates Hallenbeck and Riley, motion picture service in Albany.

with them to drive-ins, as so many drive-in patrons do.

3—The bill explains that "unsuitable for children" means a film which is obscene or incites to crime. In all the history of motion pictures there never has been any picture produced that incited to crime, and we defy any legislator or censor to name one. As for obscene pictures, they are punishable under existing law. It should be pointed out, however — and has been by courts — that if a picture is obscene for a person of 16 it is obscene for everybody else over that age. Moreover, what may be deemed obscene by one person may not be at all offensive to others.

4—Censorship of motion pictures and exemption of television is viciously discriminatory. It is notorious that children stay glued to television sets in all their spare time, watching original television stories that certainly incite to crime. It is equally noteworthy that old pictures shown on television do not incite to crime. An outrageous example of the discrimination in motion picture censorship is the fact that in Maryland the state movie censors cut the motion picture of "Forever Amber" to ribbons, but the picture was later shown over television in thousands of Maryland homes without a single scene or word eliminated.

5—The penalties provided in the bill are much too severe and impose a grave risk on all exhibitors. An exhibitor who is shown to have admitted a person under 17 to his theatre while it is showing a picture deemed by the censors to be unfit for children can be sentenced to pay a fine up to \$1,000 and serve six months in jail. How any exhibitor can determine the age of a boy or girl without examining the person's birth certificate is beyond explanation.

6—The bill makes it impossible for big advertising campaigns to be put on before the first-runs of pictures in Pennsylvania, since after the picture has had its first public showing, it can be ruled unsuitable by the censor.

7—Subsequent runs also would be imperiled. For example: A picture could play a house in downtown Philadelphia and be booked into the subsequent runs, with all advertising materials distributed and even displayed, when the censor declares the picture unsuitable.

8—Since nobody will be permitted to print or display an advertisement of a picture that has been disapproved by the censors, newspapers carrying advertising of pictures could be innocently put in jeopardy of a fine or jail. This is especially true of Sunday papers, whose entertainment supplements often are printed and distributed to newsdealers ahead of the date of publication. Between the printing of such advertisements and the date of publication, the board of censors could very easily declare a picture unsuitable, and thus make the newspaper subject to a fine.

9—Curiously enough, the bill exempts from censorship stag or smoker films that might be shown before any group calling itself a fraternal organization.

10—An amendment to Section 14 also makes it possible for the exhibition of birth control and other such medical films to school gatherings or in halls not customarily used for the exhibition of films.

All Pennsylvania exhibitors are urged to act in this matter without delay.



## Theatres Exempted From Ohio Blue Laws

COLUMBUS, O.—Theatres and other amusements are exempted from the Sunday-closing revised blue laws signed by Gov. Michael V. Di Salle after the ancient state statutes were amended by the Ohio legislature.

The new law removes archaic language and provisions from the old statutes. It still bans Sunday work, except work of necessity or charity and by persons who conscientiously observe the Sabbath on Saturdays. It also contains exceptions for Sunday traveling, recreation, sports, amusements, entertainment, and exhibitions; fairs and operation of public-owned places of entertainment, recreation and education, and the services and commodities incident to them.

The Columbus Dispatch said that "many attorneys" still question the constitutionality of the law since it permits publicly-owned enterprises like fairs and state parks to operate on Sundays while denying similar operation for privately-owned business.

Some lawyers think the law will hold up in court, based on past blue-law decisions by the Ohio Supreme Court. One observation is that the Legislature appears to have set up two sets of rules—one for public land and another for privately-owned property.

If the present law is ruled unconstitutional, the situation will be right where it has always been—in the hands of local law enforcement officials, said the Dispatch.

## Baltimore V.C. Marks 21st Year

BALTIMORE, MD.—Variety Club of Baltimore, Tent 19, plans to hold a dinner-dance at the Sheraton-Belvedere on Nov. 28 to celebrate its 21st anniversary.

Meyer E. Rendleman, chief barker, pointed out that the present "dream" of the Tent is to create a Variety Center for the handicapped in Baltimore. Other charities of the Tent are the Lutheran Hospital, which already has received \$40,000 toward their building program; and the Baltimore Police Boys Club, sponsored by the Tent for 10 years.

## Improved Projection Effort Goes International As U.K. Participates

NEW YORK — The program of the Council for the Improvement of Theatres and Motion Picture Projection took on an international aspect last week, with agreement between the Council and the British Film Producers Association to coordinate their efforts to achieve better motion picture presentation.

George G. Kerasotes, president, Theatre Owners of America, which has been administering the Council's program, disclosed he had received a request for coordination from the British Association, and had immediately pledged close liaison.

While the British group's work is primarily with the improvement of sound, Kerasotes told R. F. Frost of the B.F.P.A.'s general secretary's office, that:

"At a future date, when our new program of providing free technical advice to theatre owners to improve their presentation of pictures and physical comfort of their theatres is firmly established, the Council will move into broader areas. We expect to seek standardization of projection processes (without hindering development of new processes), and to encourage the development of new methods of both picture projection and sound presentation, which would be unique to theatres and which the public could not obtain anywhere else but at a motion picture theatre. When we enter this phase of our program, the experience of your committees, and coordination with your program, will become most important."

Kerasotes forwarded the B.F.P.A. a complete case history of the Council, along with samples of the questionnaires being used by theatre owners to obtain Council help.

Declaring "we shall be delighted to keep you appraised of the Council's program," Kerasotes told Frost, "It was a great pleasure to learn that segments of the British motion picture industry are also actively working towards the improvement of motion picture presentation."

Frost's letter follows:

"Consequent upon complaints passed to this Association about the quality of films, both British and foreign, shown in cinemas, and particularly the standard of sound reproduction, our Studio Sound Committee at a meeting on Oct. 21, 1958, recommended our executive council to set up an all industry committee to consider means by which the standard of exhibition in cinemas could be improved. This recommendation was adopted on Nov. 5, 1958, and an all industry committee was set up by this Association to investigate sound reproduction, and by the British Kinematograph Society to investigate picture presentation and matters related thereto. Several meetings have already been held but the investigations are still continuing.

"You will appreciate, I am sure, the interest and gratification felt particularly by our committee on the formation of your Council. I have been asked to convey our committee's greetings and sincere wishes for the success of the work of your Council, and to ask if it is intended that its work will be similar to our Committee's, and if so, whether, at a later stage, our draft recommendations on the means by which improvements might be made, could be exchanged for comments to obviate the likelihood of any diversions in the recommendations causing confusions."

## WB To Reopen In Memphis

MEMPHIS — Warners will reopen its branch office here again on Aug. 3, after trying to cover the territory from New Orleans.

## Para. Votes Dividend

NEW YORK—The board of directors of Paramount Pictures Corporation last week voted a quarterly dividend of 50 cents per share on the common stock.

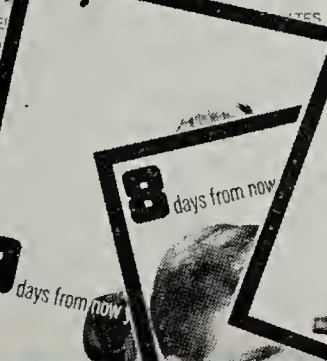
**10 DAYS FROM NOW YOU'LL MEET THE KIDS IN "blue denim"**

**TODAY**

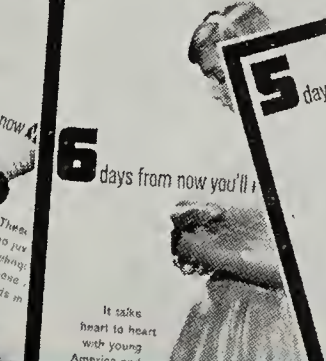


The lost innocence!  
The rude awakening to what they had had one

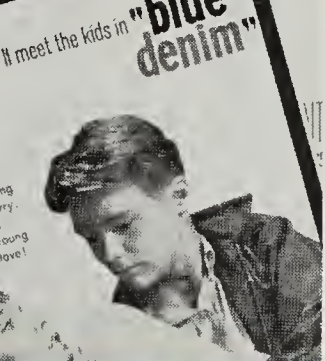
ONLY YESTER NIGHT, THEY OTHER THA NOW SUD COULD GO AWAY M DROWN NOW LI I KNOW "BLUE AND TO F TH



7 days from now



6 days from now you'll



5 days from now you'll meet the kids in "blue denim"

20  
Century-Fox  
presents

**"blue denim"**

announcement ad. Art work was specially posed by Carol Lynley and Brandon de Wilde.



## THE FIRST OF THE 20th Century-Fox presents "blue denim" FORUMS •

was held at the 20th Century-Fox home offices. Moderated by noted radio and TV commentator Arnold Michaelis, the discussion centered on whether or not sensitive and controversial material as shown in the film ought to be screened. Among the guests who participated were noted civic figures: Magistrate Anna M. Kross, Commissioner of Correction for New York City; Florence M. Cormack, New York City Youth Board; and Kenneth Gordon, Child Welfare League of America.

Expecting a controversy, the forum found itself in almost unanimous agreement that the subject matter—such as the teenage pregnancy and abortion elements in **BLUE DENIM**—ought to be shown on the screen without censorship and without restriction. In addition to the value received from the discussion itself, opinion makers and civic, social and welfare leaders at the screening made for excellent word-of-mouth on **BLUE DENIM**.



## Three Allied Units Set Combined Convention

CINCINNATI—The Allied units of West Virginia, Indiana, and Kentucky are co-sponsoring the Ohio Valley Indoor and Outdoor Theatre Convention Sept. 14-16 at the Sheraton-Gibson Hotel here. West Virginia Allied, under the direction of Ruben Shor will host the meeting. Working with Shor on the general convention committee are Richard T. Lochry, president of A.T.O. of Indiana, and E. L. Ornstein, president of A.T.O. of Kentucky.

The regional convention plan was developed to offset the drop in exhibitor attendance at state meetings due to the great number of smaller theatres that have closed in this area in recent years. It is felt that one well attended meeting for the Ohio Valley area will be of much more benefit to theatre owners and will afford distribution and exhibition leaders who are scheduled to speak a larger group to contact.

The theme of the convention will be survival of the independent theatres—the sub-runs and the small town operations—under today's business conditions. It is the belief of independent theatre owners in Allied that each town is entitled to its "show case," and the theatre now operating there can be that "show case" doing profitable business for both the distributor and the exhibitor if given the opportunity; the subsequent run operation is still an important part of the exhibition business to assure complete coverage of all areas and to realize the maximum profit on a picture; and the drive-in operation has come of age as an important and integral part of exhibition, and should be so considered.

Discussion and study will cover all phases of theatre operation—buying and booking problems, current high selectivity of theatre patrons, promotional and merchandizing ideas, new equipment and remodeling trends, the economical operation of a theatre, and general business and public relations.

Very important discussions will be held regarding National Allied's White Paper and its progress, what ACE is doing, and exactly what the independent theatre owner can expect of it in the future.

## Fox "Angel" In Moscow

MOSCOW, U.S.S.R. — Thomas Shepard, vice-president of Look Magazine, arrived here last week with the first proofs of the special sections on "The Blue Angel" which will appear in both Look and Life, to show the 20th-Fox president Spyros P. Skouras.

Skouras viewed the layouts prior to meeting vice-president Richard Nixon, who arrived to open the American exhibition.

Shepard also met with Skouras to discuss promotional plans between Look and 20th on behalf of the special sections which will appear in Look and Life in mid-August. A vast Life-20th promotion is also underway.

Sections were devised by vice-president Charles Einfeld's advertising department.

## Col. Promotes Needelman

NEW YORK — Jules Needelman, formerly a salesman in the Columbia Pictures Los Angeles exchange, has been promoted to the position of branch manager of the Denver exchange, it has been announced by Rube Jackter, Columbia vice-president and general sales manager. Needelman succeeds R.C. Hill, who will stay on in an advisory capacity.

## COMPO Forms Finance Unit

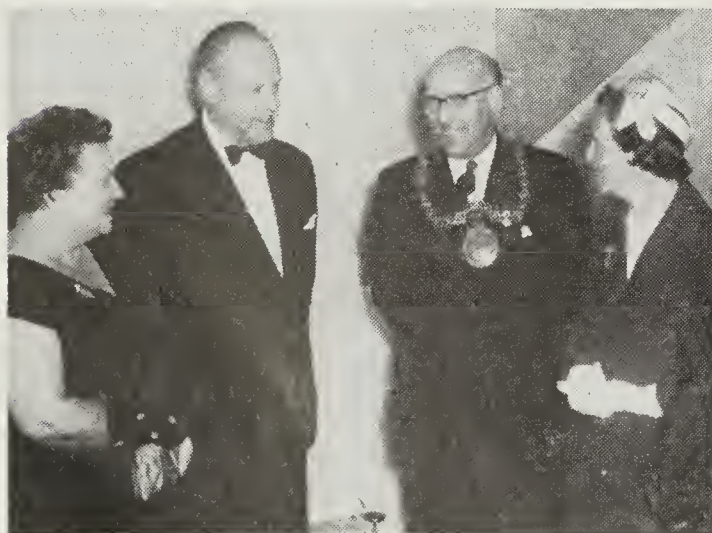
NEW YORK—Formation of a COMPO Finance Committee has been completed by the COMPO triumvirate, it was announced last week by Charles E. McCarthy of the COMPO office.

Ben Marcus of Milwaukee, who represents National Allied on the COMPO Governing Committee, will be chairman of the new group. Other members will be W. C. Michel, 20th Fox, representing MPAA; Solomon M. Strausberg, representing Metropolitan Motion Picture Theatres; Albert Pickus, representing TOA, and Julius Sanders, representing ITOA.

## Smerling Firm Invades Radio

NEWARK, N.J. — Beacon Broadcasting Company, owned by Sheldon Smerling of South Orange, N.J., has purchased the National Broadcasting Company-owned radio station, WKNB, New Britain, Conn. The sale is now pending FCC approval.

Smerling, executive vice-president of Eastern Theatres, Newark, also owns radio station WICO, Salisbury, Md. Bruno M. Kern of West Orange, N.J. is vice-president and general manager of radio properties for Beacon. It is understood the company contemplates acquiring additional radio properties in the near future.



Seen at the theatre recently acquired by Associated British Cinemas in Dundee and renamed the ABC at the gala opening of "South Pacific" in Todd-AO were, left to right, W. Cartlidge, director and general manager of ABC and Mrs. Cartlidge; and Lord Provost of Dundee William Hughes and Mrs. Hughes. On the right is a photo of the theatre front.



## TOA Endorses MPI Stock Buy Program

NEW YORK — Exhibitor support of the Motion Picture Investors, Inc., was urged to the members of the Theatre Owners of America this week by George G. Kerasotes, president.

In a special message to TOA members, Kerasotes told them that the MPI objectives of seeking to give exhibition a voice, for the good of the entire industry, in the policy making of film companies, parallel aims of TOA.

"Several months ago TOA urged all its members to buy stock in the film companies, not only to show their faith in the industry, but also to protect their tremendous theatre investments. TOA itself took the lead by buying stock in each of the major production-distribution companies.

"What MPI is now doing, in offering 200,000 shares of its stock to people employed in, and interested in the exhibition end of our business, should accomplish this same end on a far more comprehensive basis, more quickly, and more effectively. MPI should have the support of every person associated with a theatre, to the full extent of his financial ability to participate."

Kerasotes said TOA was in full accord with the aims of MPI, which, he said, were described in MPI's prospectus as "opposing proposals for the liquidation of any major production and distribution company, suggesting to film company management the type and kind of films most needed by and suitable for theatres, and cooperating with and assisting the management of film companies to conduct constructive research and improve production-distribution and exhibitor relations."

He said TOA was also impressed with the calibre of officers and directors of MPI, headed by Howard E. Jameyson of Kansas City and Walter Reade, Jr.

### Wallerstein To Deliver TOA Convention Welcome

NEW YORK—Chairmen for the 12th annual national convention and trade show of Theatre Owners of America at the Hotel Sherman in Chicago Nov. 8-12, were announced last week by George G. Kerasotes, TOA president.

David Wallerstein, president, Balaban and Katz Theatres of Chicago, will serve as honorary chairman, and is expected to deliver the address of welcome as spokesman for the host city, when the first business session is called on Nov. 9.

Co-chairmen are Gerald J. Shea of New York, Richard Orear of Kansas City, and Dwight L. Spracher of Seattle. Shea is president of Shea Enterprises and Jamestown Amusement Company, operating conventional and drive-in theatres in Massachusetts, New Hampshire, New York, Ohio, and Pennsylvania. Orear is executive vice-president of Commonwealth Amusement Corporation, with theatres in Iowa, Kansas, Missouri, Nebraska, and South Dakota, and is also a member of TOA's executive committee. Spracher is affiliated with United Theatres of Washington, and is an officer and chief legislative liaison executive of the Theatre Owners of Washington, Northern Idaho, and Alaska.



## LONDON Observations

by Jock MacGregor

WITH TYPICAL FRANKNESS, Sir Philip Warter has broken down the Associated British Picture Corporation profits for the year ending March 31 of \$15,217,221, and announced that television accounted for \$8,542,000 and the various cinema, production, distribution, and other film enterprises for \$6,675,000. He has taken this step to dispell the uncertainty in some quarters about the future of the cinema in the face of TV competition and show that the film side is holding its own.

This was a statesmanlike move. Too many blamed TV for all the industry's ills, and too few are really making strenuous efforts to beat it. Recently, I succumbed and bought a TV set. Now I am wondering just how many movie men ever look in and realize what a low standard of entertainment we are really competing with in Britain. It's almost unbelievable.

Being a glutton for punishment, I must confess that I have sat fascinated by the banal mediocrity of so much. I see what a wonderful job FIDO is doing keeping movies off TV. I have caught movies that were made here more than 20 years ago. There have been some of quite recent vintage, but one might say the newer the picture, the poorer it originally was. Commercial TV's recent Saturday night peak hour "Film of the Week" was released in 1954 as a second feature! One can hardly regard that as competition.

One can watch certain quiz shows virtually mesmerized by the naivety of the questions, and on regaining consciousness after many programs, imagine the booing they would receive if shown in a theatre. On the credit side are some wonderful coverages of actual events (sporting and otherwise) and odd programs and plays. When there is anything outstanding, it becomes a talking point. I cannot believe the top rating programs would ever get away with it if presented in a theatre.

This all brings one round to asking whether our programs and/or our methods of presentation are wrong. Do we do enough to ensure a comfortable evening for those we lure into the theatres? Do we make sure they enjoy their visit and will want to come again, even when a big attraction is playing? We obviously have to give them something different—not merely a TV commercial with a color border such as was included with the ad reel which slipped into a recent West End premiere!

## THE BIG SUCCESS OF THE

20th Century-Fox presents

# "blue denim"

## FORUM IN NEW YORK •

moderated by Arnold Michaelis, prompted the film company to negotiate with the commentator to produce a promotion record for BLUE DENIM. Michaelis who had previously made interesting recordings with such personalities as Richard Rodgers and Oscar Hammerstein II and Eleanor Roosevelt and

Adlai Stevenson, came up with a plan to record half an hour of controversial discussion with nationally important legal, medical, religious, and educational personalities.

Coordinating with the 20th Century-Fox organization in New York, Michaelis began to tape interviews and conversations with many well-known figures as an aid to the Victoria opening. He calls the long-playing recording discussion "Interviews in Depth."





## U.S. Supplies Ammo For Canada TV Fight

MONTREAL. — Canadian legislators have called upon the Theatre Owners of Canada for information on the bills introduced in the current session of the United States Congress to control Pay-TV, Joseph Strauss, president of Canadian TOA, disclosed last week.

Strauss said he had asked Philip F. Harling, chairman of the Pay-TV Committee of the Theatre Owners of America in New York City, for copies of the Harris Bills and other pending American legislation, so he may furnish members of the Canadian Parliament with the details they have asked.

Strauss said the campaign initiated by TOA of Canada has resulted in Members of Parliament from both the Province of Quebec, and the Toronto area where Toll-TV tests are scheduled to start this fall, asking his organization for information on American legislation.

Theatre Owners of Canada launched a campaign to acquaint both the Canadian Parliament and the Canadian public with the costs of Pay-TV, after Famous Players of Canada, a Paramount Pictures subsidiary, announced it will launch a Cable-TV test in Etobicoke, a suburb of Toronto, this fall, using equipment of the International Tele-meter Corporation, another Paramount subsidiary.

Harling attended a meeting of Canadian theatremen, held in Montreal just after the Canadian tests were announced, to brief them on the steps taken by Theatre Owners of America in combatting Toll-TV in the United States.

## Martin Heads Harrison's

NEW YORK — David Martin, formerly with Film Bulletin, was recently named editor of Harrison's Reports, succeeding Al Picoult, who headed the paper for some 18 years, but who is now taking a more active part in his family's business.

Martin has also been named president of Harrison's Reports, Inc.



## CANADIAN Highlights

By Harry Allen, Jr.

FILM AND THEATRE companies are looking anxiously for the report from the five-man Special Advisory Board set up by the Province of Alberta to look into the amusement act and other theatre and film matters. The Board held lengthy and comprehensive hearings and the industry was hopeful of a number of changes that would assist in solving the economic problems it now faces. However, a provincial election which returned the Social Credit Government is over and hopes are that more activity may be looked for now. Mr. Justice Harold Riley headed the board which met in Calgary and was recessed in November, reconvening in Edmonton in December. It hasn't met since. Some of the subject matters covered in briefs submitted by the Canadian Motion Picture Distributors Association and the Alberta Theatres Association were censorship fees, employment standards, and safety conditions.

**CONFIRMATION** of the sale by Premier Operating Corporation Limited of its 50 per cent interest in Columbia Pictures of Canada, Ltd., to Columbia Pictures Corp. of New York has come from Premier itself. Explaining its action, an announcement states that Jule Allen, president of Premier, found the offer "so attractive" that Premier found it "advantageous" to accept it "for the purpose of enlarging its programme of expansion and diversification." The interest has been taken over by Paul Nathanson who also operates Empire-Universal Films, Ltd., has a large stock holding in M G M, and who recently purchased interests in TV stations in Hamilton and Windsor. Nathanson is also negotiating for interests in three other stations in Canada. Premier operates 50 theatres in behalf of Theatre Holding Corp. Ltd., a company in which Famous Players Canadian Corp. holds a 50 per cent interest. Premier also owns a one-third interest in Carlton Automatic Venders, described as "one of the largest operators and distributors of vending equipment in Ontario." Premier also is a partner in the operation of the Elliot Lake Hotel.

**REEL CLIPS:** Trans-Video Productions, Ltd., headed by Joseph B. Dunkelman, formerly president of Telepix, Ltd., and vice-president of Screen Gems (Canada), Ltd., is engaged in production of TV films for national and international distribution. The company is now completing the first film musical to be done in Canada, and in preparation are "National Velvet," "Lloyd's of London" and a yet untitled series on sports car racing and a series on forest rangers. Associated in the operation are Robert Maxwell and Rudy Abel. The studios are being leased from Audio Pictures, and have available 28,000 square feet of working space. . . . National Film Board's "Short and Suite" captured one of the major awards at the Venice International Documentary Film Festival. The Canadian film won in competition against 140 films from 25 countries. . . . Two Canadian films, one about the St. Lawrence Seaway and the other on the Queen's role in Canada, have been shown more than 300 times in the last month over U.S. TV stations. . . . Speakers Bureau in Toronto is offering such personalities as Clyde Gilmour and Patricia Latham. Gilmour is motion picture critic on the CBC, The Telegram, and other publications, while Miss Latham is responsible for producing "A Queen Is Crowned." . . . Great Montreal Council of Arts says the amusement tax is a hindrance to Canadian artistic groups and wants the Province to drop it.

## STAR TRAILERS ●

Alex Harrison's decision to



● Carol Lynley attends the Loew's Lexington preview with Mr. and Mrs. Charles Einfeld.

produce a series of new star trailers for theatres across the nation was hailed by exhibitors and, backing up their praise with action, exhibitors rallied to the first such trailer, one which introduced Carol Lynley, star of both **BLUE DENIM** and 20th's **HOLIDAY FOR LOVERS**.

The Lynley trailer world-premiered prior to a sneak-preview of **HOLIDAY** at Loew's Lexington in New York before an invited audience of press and exhibition. The initial response was over-

whelming and in the New York area alone, RKO Theatres, Skouras, Randforce, J.J., and such top Broadway showcases as the Paramount and the Astor cross-plugged the Lynley trailer to the advantage of the Victoria engagement of

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## The NEW YORK Scene

By Mel Konecoff

IT WAS A PLEASURE to attend another luncheon last week hosted by Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, not only because he made available a complete and final release schedule of pictures that will be available from all companies for the period from July to the end of the year, but also because he announced that the industry and its theatres are over the transition period and are well on their way to making this year a banner one. He noted it was a good illustration of what can be accomplished with all branches working together.

Hyman, who has put in a lot of time and effort getting the distributors to issue orderly release schedules, announced that his circuit has had its best second quarter net since 1955 and the best June since 1954. He attributed this to good pictures, better promotion, and improved economics, in addition to a lack of competition from TV. He has requested that both distributors and exhibitors carry the summer momentum through September when schools and better TV shows resume. He's hoping to persuade the companies to give the theatres some solid pre-releases for use then.

The theatre executive hoped theatres would continue the all-out drive to promote quality product and the houses that show it.

Hyman said that he intends to concentrate on lining up next year's product for April, May, and June as soon as possible, and will visit Hollywood in November with regard to this. He thought the industry was well on its way towards eliminating seasonal and so-called "orphan" periods.

Merry Christmas.

**THIS IS PICTUREMAKING:** The other day we traveled to the Gold Medal Studios in the Bronx via air-conditioned limousine, yet, to see producers Martin Jurow and Richard Shepherd about their making of "The Fugitive Kind," a Tennessee Williams work starring Marlon Brando and Anna Magnani for UA release.

The picture, budgeted at \$2,200,000, they hope, will be ready for Christmas release, and they are working on a campaign of penetration to back it up. The pair are happy about deciding to shoot it in the east with director Sidney Lumet and an ace crew. They couldn't tell us if the budget would have varied were the same film to be made in Hollywood.

Arthur Williams has been around much of the time providing quite a bit of help and inspiration, and he has even written a song which will be used in the film. Incidentally, the talent charges alone come to a million dollars, with Brando also getting a percentage. The latter, we have been assured, has been most cooperative, showing up on time and well versed in his lines.

Jurow and Shepherd made "The Hanging Tree," expected to gross over five millions worldwide while the cost was less than two millions. They admitted that the title may have kept some people away, but this was offset, according to them, by the many teeners who were attracted to the film and intrigued by the title. They refused to believe that a title could make or break a picture. The pair have a contract to make their next features for Paramount.

### Detroit Says Yes; Chi No

CHICAGO — "Lady Chatterley's Lover" continued to have censorship problems last fortnight despite the recent U. S. Supreme Court's ruling in its favor.

The Chicago Censor Board banned local showings unless a number of cuts were made

in the picture, and Charles Tietle, agent for International Films of Paris and managing director, World Playhouse, indicated a court action would be instituted.

In Detroit, the picture was approved for exhibition without any cuts by local officials following a special screening, and opened at the Surf and Coronet.

### Ohio Exhibs Name Prickett

CLEVELAND — Ken Prickett, who has been serving as secretary of the Independent Theatre Owners of Ohio and also acting in a similar capacity for the Independent Theatre Owners of Indiana, last fortnight was appointed full-time secretary of the Ohio group, and will move his headquarters here from Indianapolis.

Steering and program committee for the annual convention of the Ohio unit to be held Oct. 26, 27 and 28 at the Deshler-Hilton, Columbus, has been appointed by Marshall Fine, acting president.

Committee members include Frank Murphy, Loew's Cleveland division manager; Jack Armstrong, Bowling Green; Louis Wiethe, Valley theatre, Cincinnati; and Sam Schultz, Selected Theatres, Cleveland. Other committees are being formed and will be announced soon.

Prickett said a real "block-buster" entertainment program is being arranged.



MOTION PICTURE EXHIBITOR's Mel Konecoff recently visited the Gold Medal Studios in New York City during the filming of United Artists' "The Fugitive Kind." Seen, left to right, are co-producer Richard Shepherd; director Sidney Lumet; Konecoff; and co-producer Martin Jurow.

## TV AND RADIO •

With several million television sets and radios, New York was blanketed by a vast amount of publicity on

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resulting from interview appearances by Lynley and De Wilde on top-rated radio and TV shows.

Among the shows on which the young performers appeared were NBC Monitor and Robert Q. Lewis on CBS



• CBS-TV's Sam Levenson, 20th-Fox's TV and Radio Director Martin Michel and Brandon de Wilde.

radio, and the Sam Levenson CBS network TV show. Levenson, a former school teacher himself, discussed the problems involved in BLUE DENIM with Brandon de Wilde. The impact of the Levenson show was two-fold, as his New York popularity for the past several years has been enormous.



## ALBANY

Samuel Bronston Productions, Inc., a Delaware corporation, registered a statement that its New York State office for the conduct of a motion pictures and amusement business is 15 E. 48th St., New York City. . . . Beth Page Theatre Company, Inc. has been authorized to conduct business in Merrick, Nassau County. Capital stock is \$20,000, \$20 par value. . . . "The Ten Commandments" and "The Robe" were by Alan V. Iselin at Auto-Vision, East Greenbush, in "The Most Stupendous Six Hours of Movie Entertainment." . . . The Times-Union published a statement released on behalf of local exhibitors predicting a "peak movie audience of 80 million this summer." The release, made by Elias Schlenger, Fabian division manager, attributed the estimate to COMPO. . . . Orvis Roller Rink, Inc., has been empowered to conduct an amusement business in Massena. The Orvis, in that North Country town, was converted into a roller skating rink recently. . . . Eugene Ganott, manager, Fabian's State, Schenectady, was injured when he walked into a false ceiling recently while showing Fred Haas, engineer for the circuit, about the theatre.

## ATLANTA

Linda Burnett, booker, United Artist, in a local hospital following an auto accident. . . . Jerry Bieger, named booker at Kay Films. He replaces Barney Ross, who resigned. . . . Mrs. Juanita Foree and Mrs. Junita Bellville, owners, Lakemont Drive-

In, Alcoa, Tenn., also bookers for the Newport Amusement Company, Gatlinburg, Tenn., were in for a booking trip. . . . Tom Lucy, Exhibitor Service Company, back home following an emergency appendectomy. . . . Norma Marler, a native of Bulawayo, Southern Rhodesia, was here beating the drums for her first movie, "The Mummy." Also with her was Andrew Low, authority on Egyptology, who served as technical advisor for the "Mummy." Their nationwide tour started here. . . . New WOMPI president is Mrs. Jean Mullis. . . . A four-man jury in magistrate Bate Aiken's court here deliberated about 30 minutes before acquitting six Greenville, S.C., theatre men of charges that they violated a state "blue law" by operating Sunday, June 28.

## BOSTON

Mrs. Rose Hepburn, wife of Paramount booker William Hepburn, died suddenly at her Arlington home, recently. . . . In a last minute change of plans, Affiliated Theatres Corp. did not move to the Paramount Pictures building, but will remain at their air-conditioned quarters at 1103 Park Square Building. . . . Charles E. Kurtzman, northeastern division manager of Loew's Theatres Inc., who was appointed to a home office operations post, is winding up his affairs here preparatory to moving to New York headquarters for a national position. His replacement is William Elder. . . . The Abington Drive-in opened July 22 with Joseph O'Neill as manager. This new one-thousand car openairer has been two years a-building. It

is owned by a group headed by attorney Anthony Fiore. Joseph G. Cohen is handling the buying and booking. . . . Congratulations to Al Fecke, UA salesman, who became a grandfather for the fourth time when a son, Robert, was born to the wife of A. John Fecke, Jr. . . . Calling producer Joseph E. Levine "another Mike Todd," the Boston Traveler came out with a front page feature on the life story of this city's own dynamic showman. The story ran in three consecutive installments and was a complete account of the background and achievements of Levine and his family. . . . Ben Domingo, Keith Memorial, has been named area chairman of the publicity committee for COMPO and the Better Business Committee.

## BUFFALO

Local CE-9, IATSE, exchange employees and the Buffalo exchanges have signed a new contract which calls for wage increase and more benefits, according to William Abrams, business agent, and booker at the Columbia branch. . . . The Glen Art, Williamsville, which opened March 24 with a policy of American and foreign artistic films, has closed. The house had been leased to a company, operating houses with a similar policy in other cities. Menno Dykstra, veteran exhibitor, owns the property. . . . John Pauly is back on the job, following an illness, as manager of the Buffalo Branch, Clark Films. . . . Lou Levitch, manager of the Granada, has announced the installation of Todd-AO projection equipment. The house was closed for three days. . . . Congratulations are in order for Kenneth Reuter, booker, Paramount exchange, who has been inducted into the company's "100 Per Cent Club". . . . Arthur Krolick, district manager, Paramount theatres, made an excellent good will gesture when he arranged with the Rt. Rev. Msgr. Sylvester B. Holbel, supervisor of the area's parochial schools, to invite all the nuns in the Buffalo diocese to a special early morning screening of "The Nun's Story," in the Center. . . . Harold Bennett, former manager of the Buffalo exchange of National Screen Service, is now managing the Broadway Drive-in, Cheektowaga, for owner Marvin Atlas. . . . The Dynacolor Corporation, a film processing and manufacturing firm, will undertake immediate construction of a million dollar plant and executive office in Rochester. It will be built on a 13½-acre plot. The company, whose headquarters now are in Brockport, N.Y., will house its executive offices in the new structure.

## CHICAGO

The censor board, headed by Police Commissioner O'Connor, undaunted by its recent failure to have two cuts made in "Anatomy of Murder," is now engaged in a hassle for deletions in "Lady Chatterley's Lover." Sgt. Vincent Nolan, head of the censor board, said the board had voted 4-2 for numerous cuts in the film. Nolan requested O'Connor to seek a legal opinion. O'Connor implied he would not take that course. He further declared, that the censor board only wants cuts to eliminate obscene portions. He pointed out that the New York board had banned the film on the grounds that it made adultery seem attractive. . . . The Cinetarium, new round screen process, is awaiting Mike Todd, Jr., at United Film and Recording studios, before its installation at one of his theatres. It was invented by Austria's Adelbert Baltel.

## PAPERBACK BACKING •

Drug Stores, department stores, stationery stores and various other outlets throughout the metropolitan area carried the Bantam Book devoted to

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a month in advance of the opening. In addition, rack cards tying in with the premiere engagement were placed in strategic stores. To support the promotion, a portion of the more than 400 fieldmen of the Curtis Circulation Company co-operated with 20th Cen-

tury-Fox home office personnel.

The Bantam Book proved an excellent promotional tool for the production with photographs of stars Lynley and de Wilde featured prominently on both front and back covers. And, of course, the most exploited paperback slogan—"read the book, see the movie"—was used as the focal point of the Bantam campaign.





In  
SEVEN-  
TEEN



## THE TITLE SONG •

One of the bright new songs New Yorkers were listening to in their automobiles and on their portables at the beach prior to the opening was young Dick Caruso's waxing of

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Caruso, a fast-rising young vocalist, has an easy way with a pop tune and his rendition of BLUE DENIM captured the fancy of some of New York's top disc jockeys, among them William B. Williams, Jack Lacey, and Martin Block.

Caruso, on a night club tour in the metropolitan area, featured the song as part of his act.

And to round out the New York music promotion, music stores throughout the city displayed sheet music of the title song.



• Dick Caruso, MGM Records star, figures prominently in 20th-Fox promotion for BLUE DENIM as his rendition of the title tune climbs popularity charts.

urban Community Hospital suffering from a concussion caused by a falling sign. . . . Distributor chairman Norman Weitman, Universal branch manager, held a managers'

meeting this week to outline the plans for the Will Rogers Hospital Fund Drive. Frank Murphy, Loew's theatre division manager, is exhibitor chairman.

## Film Exchange and Dealer Listing for the SALT LAKE CITY FILM TERRITORY

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### • Film Distributors

#### ALLIED ARTISTS, 254 E. First South St.—ELgin 9-7651

Br. Mgr.: Don V. Tibbs. Office Mgr. and Booker: Frank Smith, Jr. Soles: Grohom Susmon. Coshier: Betty Thornwall. Sectys.: Morion Droper, Judith Anderson. Emerg. Phone: AXtel 5-2706.

#### BUENA VISTA (Disney), 260 E. First South St.—DAvis 2-1255

Br. Mgr.: Thomas A. McMahon. Secty.: Groce Borry. Emerg. Phone: None.

#### COLUMBIA, 206 E. First South St.—DAvis 2-3476

Br. Mgr.: S. S. McFadden. Office Mgr.: Dee Keener. Soles: George Berrymon, John Dohl, Bob Steed. Booker: Don Blasius. Coshier: Arvo Shiner. Emerg. Phones: Empire 4-4758, ELgin 5-0173.

#### ENCORE, 252 E. First South St.—DAvis 2-3601

Br. Mgr.: Fred C. Poloski. Asst.: Groce McIntosh. Emerg. Phone: CRestwood 7-4763.

#### METRO-GOLDWYN-MAYER, 123 S. Second East St.—ELgin 5-2953

Br. Mgr.: Carl P. Nedley. Office Mgr.: George A. Derrick. Soles: Stonley Ennis, John Moore. Booker: Robert Mondroke. Emerg. Phone: None.

#### NATIONAL FILM SERVICE, 360 W. Sixth South St.—EMpire 4-2713

Mgr.: B. F. Cloyton.

#### PARAMOUNT, 270 E. First South St.—EMpire 4-5506

Br. Mgr.: W. D. Foster. Office Mgr. and Booker: Bert Turgen. Soles: A. L. Campbell, Horry Swanson. Coshier: Merrilyn Kener. Emerg. Phone: None.

#### 20TH CENTURY-FOX, 216 E. First South St., P. O. Box 1106—EMpire 3-3908

Br. Mgr.: K. O. Lloyd. Soles: Roy Pickerell, J. L. Tidwell, Vern Fletcher. Head Booker: Al Hemingway. Coshier: Soro C. Anderson. Emerg. Phone: HUnter 4-7308.

#### UNITED ARTISTS, 210 E. First South St.—EMpire 3-6736

Br. Mgr.: W. W. McKendrick. Office Mgr.: Robert Broby. Soles: Joe Solomon, Glendole Lorson. Booker: Robert Loftis. Field Exp.: William Pross. Emerg. Phones: HUnter 5-9808, INgersol 6-7737.

#### UNIVERSAL-INTERNATIONAL, 208 E. First South St.—DAvis 2-3561

Br. Mgr.: C. R. Wode. Office Mgr.: Dole Hoslom. Soles: Tom Philibin. Booker: Don McMurdie. Coshier: LoFern Beckstead. Emerg. Phone: INgersol 6-5424.

#### WARNER BROS., 200 E. First South St.—EMpire 4-1897

Br. Mgr.: Keith Pock. Office Mgr. and Head Booker: David W. Adomson. Soles: Perry B. Brown, Richard Ibo. Coshier: Mrs. Girzy Ayres. Booking Clerk: Virginio Watts. Emerg. Phone: None.

### • Screen Trailers

#### NATIONAL SCREEN SERVICE, 212 E. First South St.—ELgin 5-7482

Br. Mgr.: Kenneth Friedman. Office Mgr.: Wilmo Morrissey. Soles: Clore Swanson. Booker: Juonito Snyder. Despain. Emerg. Phone: ELgin 5-7482.

### • Supply Dealers

#### INTERMOUNTAIN THEATRE SUPPLY, 264 E. First South St.—EMpire 4-7821

Emerg. Phones: HUnter 5-5817, INgersol 6-1532.

#### NATIONAL THEATRE SUPPLY, 256 E. First South St.—DAvis 8-8515 Emerg. Phone: AM 6-8106

#### WESTERN SOUND & EQUIP. CO., 262 E. First South St.—EMpire 3-9974

### • Signs, Advertising and Printing

#### NATIONAL SCREEN SERVICE, 212 E. First South St.—ELgin 5-7482

### • Film Delivery Services

#### WYCOFF CO., 346 W. Sixth South St.—DAvis 2-1361, EMpire 4-1835

Mgr.: M. S. Wycoff. Bus. Mgr.: Mox Young.

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## DALLAS

Kevin Genther, Warner Brothers publicity manager was in working on a campaign for "The Nun's Story." Fred Zinnemann, the director of the film, and his wife were in for a two day visit. . . . Alfred N. Sack has been released from the hospital following a heart attack. He expects to take it easy away from his office and the Coronet for a while. . . . Mr. and Mrs. Bob O'Donnell have announced the arrival of their first baby girl, Catherine Mariei, who already has three brothers. O'Donnell is president of Empire Pictures Company. . . . The Dallas Variety Club honored Gordon McLendon, recently. Phil Isley, chief barker, was master of ceremonies. McLendon heads a radio station group, a film producing, releasing and showing organization. . . . Dallas' first locally produced and filmed full-length motion picture releases, "The Killer Shrews" and "The Giant Gila Monster," had their world premiere at the Majestic.

Some 10,000 toy balloons took to the air in Dallas County to publicize "The Big Circus." In 1,001 of the balloons will be slips entitling the finders to various kinds of prizes. The reason for the 1,001 prizes is the 1,001 thrills which the producers say the movie offers viewers. . . . Leroy Bickle, retired manager of the M-G-M film exchange was at St. Paul's Hospital after suffering a broken hip. . . . Leon Couch, booker at Texas Theatre Service, was elected grand knight of the Oak

Watch for them!

**NEXT!**

**Milwaukee Territory**

Issue of August 5

**Dallas Territory**

Issue of August 12

Save Them!



Cliff Council of Knights of Columbus . . . Al Bubis, producer of "The Naked Goddess" was a brief visitor here with Baker Knight who has written the theme music for the picture. He has also written the theme for the next Joe Pasternak film, "Please Don't Eat the Daisies." Knight will also have a small role in the film . . . Shirley Templin, secretary at Frontier Theatres and secretary to the local WOMPI chapter was named Miss Tall Texas and came in second in the Miss Tall America contest held last week in Los Angeles. . . . Dr. Ervin R. Miller has been elected president of the newly formed Texas Cinema Guild open to those interested in making 8 mm and 16 mm movies. . . . Blanche Boyle was selected as "WOMPI of the Year" by the membership of the local WOMPI Chapter and was presented a heart shaped charm by retiring president Verlin Osborne.

## DETROIT

Art Levy, formerly branch manager for Hal Roach-nee-Distributors Corporation of America, which folded, and who for the past few months was with a Cleveland concern, has returned. He has accepted the post of National Representative for the Jam Handy Organization, based in Detroit. . . . Lee Artos, president, Electro Carbons, is donating a trophy to be engraved and presented at the 40th annual convention of Allied Theatres of Michigan Sept. 23-24. It is to go to the theatre owner submitting . . . the best business-building idea which can be profitably used to increase business in other theatres". . . . Veteran manager Norman Wheaton died July 19. He was for many years, manager of the Telenews, and, prior to recent illness, with the Wisper & Wetsman organization.

## HOUSTON

The Uptown has announced that it will change to double feature bills. Opening program is "These Thousand Hills" and "Alaska Passage" . . . A Kiddie Cartoon Theatre where shoppers may leave their children to watch 45 minutes of the latest in movie cartoons is one of the highlights at a new local supermarket. Benches are provided in the small theatre for the small fry . . . Carolyn Jones paid a visit to Houston as part of a promotional tour on behalf of her latest picture "The Last Train From Gun Hill." A former Texan, Miss Jones hails from Amarillo, Tex. Her first visit here was in early 1953 to promote "The House of Wax". . . . John Wayne was a recent visitor here and spoke to a group of 15 or 20 men representing over a billion dollars in Houston capital concerning movie making. They heard Wayne explain how they could drop something like \$3 million in the kitty to produce a rip roaring movie about the Alamo. O. J. and I. J. McCullough were hosts to Wayne and brought him here. They plan to invest some of their vast oil fortune in the film. Wayne explained that he was not here to "promote" the money. He wants to let some Texans in on the deal. Set and stages for the film, "The Alamo," are being built with target date of September 8 set for the start of shooting. Clint Murchison of Dallas, Tex., oil tycoon, has invested \$1.5 million in the movie. Some \$3.5 million has already been raised for the film to be made by Wayne's Batjac Productions. The movie is expected to cost \$6.5 million.

## JACKSONVILLE

Exhibitors throughout Florida were being alerted to a team of "short-change artists"



Bernie Evens, UA exploiteer, and Hugh Siverd, manager, Plaza, Kansas City, had this attractive live street bally out on United Artists' "The Horse Soldiers." The carriage with occupants appropriately attired in southern costumes of days gone by contrasted nicely with the "sandwich sign" models of today.

who were victimizing boxoffice cashiers. . . . Mourned by many along Film Row was Charles P. Heekin, 76, who died in a local hospital after a long period of illness. He was the father of Robert Heekin, city manager for Florida State Theatres. . . . J. H. "Tommy" Thompson, president of the Theatre Owners of Georgia, visited local friends before beginning a fishing vacation on Florida waters. . . . Sam Seletsky, executive of the Smith Management Company of Boston, Mass., came into Florida to visit the firm's theatres in the Tampa and Miami areas. . . .

Pete Dawson, booker for United Theatres of Miami, is now booking for Kay Porter's Temple, Perry. . . . Visiting exhibitors were B. B. Garner, Lakeland; Ed Beach, Fernandina; E. C. Kaniaris, St. Augustine Beach; Edward Gordon and Leonard Maas, Orlando; Ray Carsky, Sarasota; and Bill Lee, Keystone. . . . Billy Wilson, Roy Smith Co., left for Tampa to install a new Ross-Temp ice flake machine at NTE's Lincoln Theatre.

## MEMPHIS

Tennessee's gross receipts tax on admissions was cut July 1 from 2% to 1%. Unofficial reports previously indicated that the tax had been repealed. . . . A hundred friends and fellow workers gave a retirement dinner for 63-year-old Tom Young, who left Twentieth-Century-Fox after 33 years. Dan Coursey, formerly of Atlanta, succeeds Young as branch manager. Young was asked which he considered the "best" films of his career. He replied it was only natural that he should consider the "best" films those in greatest demand, and as a distributor he considered "What Price Glory?" and "Peyton Place" tops. He added that "South Pacific" is going to set a new Fox record. . . . Motorvue Drive In, Piggott, Ark.; Sunset Drive In, Martin, Tenn.; Riverside Drive In, Little Rock, Ark.; Lakeview Drive In, Hardin, Ky.; and Gay Drive In, El Dorado, Ark. are open and in full summertime swing. . . . Dixie Theatre, Fulton, Miss., will be closed except on Saturdays, at which time two features and two short subjects will be run.

## CONTACT!

Prior to the opening, 20th's Publicity Department went to work on interviews with Lynley and de Wilde and on personal contact with top members of the press to give

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a big pre-opening send-off. Special interviews on Carol ran off the amusement page in the World Telegram & Sun and on the widely read women's page of the New York Times. In each instance, the availability of the stars and

their cooperation with the 20th men made everyone's job much easier. Once the opening at the Victoria is accomplished tomorrow, there will be no let-down of activity, as one of the cardinal rules of 20th is that continuing publicity during a picture's engagement assures good box-office.



• Abe Weiler, Motion Picture Editor of THE NEW YORK TIMES and Ed Feldman, 20th Fox metropolitan newspaper contact.





The second annual golf tournament winners at the recent Virginia Motion Picture Association silver anniversary convention at Old Point Comfort, Va., are seen above, left to right, Seymour Hoffman, Richmond; Frank E. Coles, Norfolk; Tommy Mudd and Bill Michaelson, Washington, D. C.; Don Kelsey, Blacksburg; Roy Richardson, newly elected president of the association, Suffolk; and Jack Braunagel, North Little Rock, Ark.

Memphis Better Films Council has sent to the Justice Department a petition bearing 200 signatures of those who think better movies will result if theatre circuits are allowed to produce their own films. . . . Tutro-vansum, Tutwiler, reopened June 24, after being closed three weeks because of the illness of Mahan, the owner. Vaughn Theatre, Nettleton, Ark. is closed as is Dixie, Greenwood, Miss., and New Theatre, Caraway, Ark., Fran, Tishomingo, Miss., and Rutherford, Rutherford, Tenn. is dark until fall. Ritz, Malvern, Ark., is open after complete remodeling. Dixie, Greenwood, Miss., is closed indefinitely, and Rex, Stakville, Miss. is closed until fall. . . . Tri-State Theatre Owners will meet at Hotel Gayoso, Sept. 21-23. A national name speaker will address the convention, announced Lloyd Royal, Meridian, Miss. president.

## NEW HAVEN

Arthur N. Schuman, nephew of A. M. Schuman, Hartford film industry pioneer, has been elected to the board of directors of the Park St. Investment Company, owners of five suburban Hartford motion picture theatres, currently operated by Community Theatres Inc. . . . Two downtown, circuit first-runs—the Stanley-Warner Strand and NET (AB-PT) Allyn—are experimenting with reduced adult admissions prior to noon, Mondays through Fridays. Both theatres are charging only 50 cents for adults in the hours prior to 12 noon. . . . For first time in recent years, a Connecticut drive-in, Brandt Theatres' Portland, will be competing with a nearby circus. Hunt Brothers Circus is scheduled for the Middletown suburban community Aug. 14, the site—a lot opposite the drive-in. . . . Connecticut interests, headed by Val Chevron, supervisor of speech education in Stratford Public Schools, are backing a Stratford International Film Festival Inc., attractions

to be screened in the Johnson Auditorium, that town, listed as "Camille," July 24; "Albert Schweitzer," Aug. 7; and "Bullfight and Flamenco," Aug. 21. . . . W. W. Lucas is marking his 58th year in show business, currently serving as relief stage manager at the Stanley-Warner Garde, New London, Conn. He is a former president of that city's Local 439, IATSE. . . . Miss Louise Lansing Mace, motion picture and drama critic for The Springfield (Mass.) Union and Sunday Republican, for the past 42 years, has retired. . . . Bill Rose, one-time partner with Syd Conn in Hartford's Conrose Theatrical Enterprises—including Cinema City, Sound View, Conn., film house—has returned to his Woodland Hills, Calif., home, following a Connecticut visit. He is now in the band booking business in southern California.

## NEW ORLEANS

The RKO Orpheum, following a holdover run for "Hercules," which did excellent business, received a grand sendoff in the pages of Catholic Action of the South, published as an edition of Our Sunday Visitor for "The Nun's Story." The paper, in a lengthy editorial, reported the Legion of Decency views on the film and praised it for its entertainment content and the reverent manner in which it was filmed. The article was a departure from the usual manner of film references in the publication and was considered by industry observers as an excellent business stimulant. . . . R. J. Parks, Jr., reopened the New Ren, Yazoo City, Miss., after a couple of weeks closing for repairs



First prize winners in the nation-wide "Gigi" store window display contest sponsored jointly by MGM records and MGM pictures were Alan March and Walter Valverdi, Discount Record Shop, Philadelphia, and Ray Meyer, manager, SW Boyd. Valverdi and Meyer are seen receiving their awards from Bill Madden, MGM Philadelphia branch manager, center.

of damage caused by a blaze in the booth. . . . Anna Molzon sold the Royal, Labadieville, La., to owner of the building Miss Agnes Sobert. Miss Molzon will continue to handle the buying and booking during July and August. . . . Delegates to the WOMPI convention to be held Sept. 10 through 13, in Jacksonville, Fla., are Jane Ellen Moriarty and Mrs. Lee Nickolaus. Alternate delegates are Helen Bila and Mrs. Carmen Smith. . . . June Ackermann, NSS booker resigned. . . . Ivy Burgess, MGM porter is bedded at V.A. Hospital for treatment of ulcers. . . . Buying and booking for the Midway Drive-In will henceforth be done by Theatres Service Company. Owners are Ed Jenner of the Jenner Drive-in, Laurel, Miss., and the Marrero Drive-In, Marrero, La., with home base in Laurel, and Marvin White, of Westlake. . . . George Bannan, Allied Artists publicity and advertising representative from New York in town for several weeks to promote "The Big Circus."

## PHILADELPHIA

Nineteen youths were arrested last fortnight in a free-for-all fight at the Valley Forge Drive-In, Upper Merion Township, Pa. Police said the fight started when one group, who had been drinking beer, started tossing cans into the air. When one can hit an auto, the boys inside got out and tossed soda bottles. King of Prussia, Upper Merion and Bridgeport police along with State Police from the Belmont Barracks quelled the fracas. . . . Iz Segall has opened offices at 309 North 13th Street. The telephone number is LO 8-2161. . . . Benny Harris, American Film, recovered nicely from surgery and was out of Hahnemann Hospital. . . . The Philadelphia Board of Trade and Conventions and Station WFIL-TV held an informal reception in connection with the opening of the Walt Disney retrospective exhibition, "The Art Of Animation," in the Commercial Museum. . . . A kick-off meeting for the 1959 Drive for the Will Rogers Memorial Hospital was held in the Vine Street Screening Room. The month of August has been designated as Will Rogers Month and all-out area co-operation would be appreciated. . . . Members of Vine Street's "Harvard Club" which dines daily at a lunch room at 13th and Vine Streets were surprised last week to learn that Mel Koff had paid a lunch check twice. . . . Ralph Moyer is handling promotion and trade press in New York for Allied Artists on "The Big Circus". . . . Local producer Jack Harris has sold his latest production, "The Fourth Dimensional Man" to Universal-International for Fall release.

## PITTSBURGH

John John, of M.G.M. home office exploitation staff, was in to set up campaign for

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The Maryland Theatre Owners Association, newest affiliate of the TOA, was recently organized at a meeting in the Mayflower Hotel, Washington, D.C. Some of the men who will pilot the group are, seated, left to right, Jack Fruchtman, Baltimore, Md.; George Brehm, Baltimore; A. Julian Brylawski, Washington, D. C.; George G. Kerasotes, Springfield, Ill., national TOA head; John G. Broumas, Takoma Park, Md., unit president; Arthur Shaftel, Takoma Park, Md.; and, standing, left to right, Marvin Goldman, Washington, D.C.; John Manuel, Cumberland, Md.; Hal De Graw, Cambridge, Md.; Douglas Conellee, Elkton, Md.; William Fisher, Baltimore, Md.; T. T. Votel, Baltimore, Md.; Herman Kopfopp, Eastern Shore group manager of Schine Theatres; and Phil Isaacs, Baltimore, Md.

"North By Northwest," due in at Penn. He hoped to arrange a personal appearance by Cary Grant. . . . Ray Laux, longtime Whitehall manager, resigned to enter another business. He has been temporarily replaced by Warner assistant manager Ronnie Cook . . . Screen Guild, managed by Milt Brauman, has taken over the product formerly handled by U.S. Films, the company was organized by Pete Dana, who recently resigned. Among pictures involved are "The Case of Dr. Laurent," two Bardot films, "Girl in the Bikini" and "Naughty Girl"; and a horror combination "A Date With Death" and "Hideous Sun Demon". . . . Dave Hadburg, former Paramount, Braddock manager, is no longer connected with that theatre. Owner Archie Fineman has taken over the operation. . . . Jack Kaufman, A.D.V. Agency, who does program printing for many theatres, back on the job part-time, after his heart attack and an operation . . . Jack Ellstrom, formerly with 20th Century-Fox, now a Paramount booker . . . Bill Graner, Screen Guild booker, was much improved and scheduled for an early return to work. He recently underwent an operation . . . Ed "Kookie" Byrnes, a favorite with teenagers through his "77 Sunset Strip" performances, is scheduled for an appearance here on behalf of his new Warner feature for theatre release, "Yellowstone Kelly" . . . State, Ambridge, is scheduled to be razed and site converted into a municipal parking lot. . . . Stanley Warner is remodeling the Cathaum, State College.

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## ST. LOUIS

Talk along Film Row indicates that there will be a fine attendance at the industry's family picnic scheduled for August 17 at the Hillcrest Country Club in the southeastern part of St. Louis County. A large number of out-of-town exhibitors have indicated that they will be among those present . . . Ray McCafferty, Columbia branch manager, and his family are vacationing in Pittsburgh . . . William R. Cox, who has retired as president of the Coca Cola Bottling Company of St. Louis, is well known to area exhibitors and

others in the industry. He attended various meetings of the Missouri Illinois Theatre Owners and other industry gatherings. He has been succeeded as president by Chapman S. Root, president of the Associated Coca Cola Bottling Plants of Daytona Beach, Fla. . . . The East St. Louis, Ill., Knights of Columbus Council recently denounced the type of motion pictures said to have been shown in area drive-ins . . . Maureen Arthur, daughter of David G. Arthur, head of the booking department, Arthur Enterprises, Inc., and Mrs. Arthur, is doing a weekly television show with comedian Jerry Lester in Los Angeles. . . . Clint (Cheyenne) Walker will be in the latter part of August to plug Warners' "Yellowstone Kelly," which will have its local premiere at the Fox.

## SAN ANTONIO

Warner Brothers executive Max Bercutt and Kevin Genther, the studio's publicist at Dallas, Tex., were in the city making ar-

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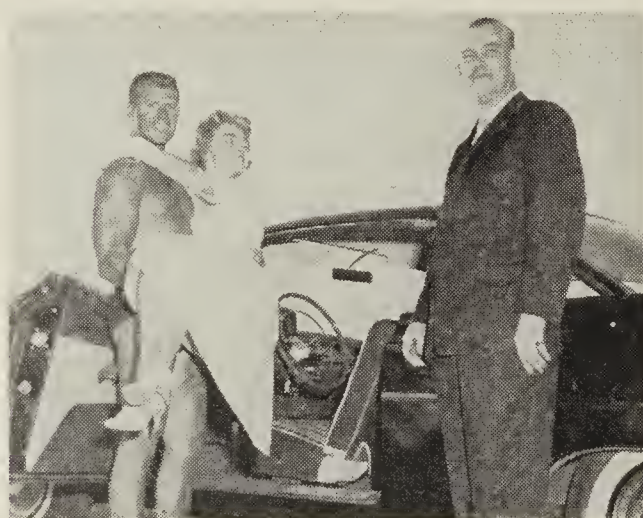
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MEMBERS NATIONAL FILM CARRIERS, INC.



Frank J. Damis, right, vice-president, Stanley Warner Theatres, in charge of Philadelphia and Washington, recently signed the contract with William A. Madden, MGM Philadelphia branch manager, which will bring MGM's "Ben-Hur" to the SW Boyd, Philadelphia, around Thanksgiving.

rangements prior to the showing of "The Nun's Story" . . . Norman Schwartz, manager of the Aztec, will devote his annual vacation to two weeks of activity duty training with the Command and General Staff School at Ft. Sill, Oklahoma . . . Sympathy is extended to Edward G. Edwards, assistant manager and head booker of the Clasa-Mohme film exchange, on the recent death of his mother in Oklahoma . . . Eight local theatres are currently showing Spanish language films here either full time or as part of a double bill program. The city has some 300,000 Spanish speaking citizens. . . . There are six motion picture producing companies actively engaged in making everything from TV commercial shorts to feature western musicals. They include Dell, Jacvan, Kier Film, Jerry Fairbanks Productions, Sabal and Traildrivers Productions. Kier Film, headed by H. W. Kier is the oldest company in the city having been in operation some 20 years. Jacvan is currently shooting a musical western. Traildrivers Productions specializes in kiddie westerns with each part taken by a youngster. A total of 26 of these is being contemplated . . . George H. Likins, 55, died recently at Abilene, Tex. In 1940 he took over the operation of the Broadway at Abilene and opened the Elmwood Drive In there in 1947 which he had operated together with his wife, Ruth, who is the only survivor . . . The Mesquite Drive In, Jacksboro, Tex., and the Jacksboro Junior Chamber of Commerce have been cooperating in a drive to



Manager Don Hooten, Indiana, Indianapolis, right, recently welcomed Aline Czartjarwicz, European representative for Embassy Picture Corporation, now touring the U.S. in behalf of the Warners' release "Hercules," with the assistance of George Bornstein, former "Mr. Indianapolis," who helped her off the plane and to her car.

raise funds for the aid of diabetic children. . . . L. R. Mitchell, manager, Village Drive In, Ennis, Tex., has reported his share of bad luck this season. First the concessions stand was broken into by burglars, then the screen collapsed. There is no indication as to how and why the screen fell down.

Actress Carolyn Jones was a visitor here for the showing of her latest picture, "The Last Train From Gun Hill" at the Majestic. Her promotional tour will also take her to other key Texas cities. . . . According to reports from local theatre owners and operators, theatre business has been on the upgrade during the first six months of the year. . . . Sid Shaenfield, assistant manager, Majestic, celebrated a birthday. . . . Lynn Krueger, manager, Majestic, gave the first 100 children in line to see "The Horse Soldiers" free passes to see the forthcoming showing of "The Big Circus," which, after a week at the Majestic, was moved to the State for an additional four day run. . . . The Paris Lions Club is sponsoring the summer reopening of the Airport Drive-In, Paris, Tex., by selling 2,000 \$1 tickets, each good for the admission of a full carload of patrons. The money raised by the Lions will be applied to the purchase of anesthesia equipment for the Lamar Medical Center. . . . Jack W. Holt has been named to succeed his father Barney T. Holt as business manager of Local 865 at Odessa, Tex. The elder Holt who was business manager and projectionist at the Plains Drive-In at Odessa, resigned to return to Oklahoma where he started in the theatre business some 25 years ago. . . . Ed Farmer, manager, Gulf Drive-In Corpus Christi, Tex., featured a Trading Day, receipts being equally divided between the Crippled Children's Hospital and the National Foundation. Clifton Durham has been named manager of the State, Pecos, Tex. He comes from Marfa, Tex.

## WASHINGTON, D. C.

Variety Club Tent 19, Baltimore, Md., is sponsoring the "Variety Bowl" football game between Navy and University of Maryland, Saturday evening, Nov. 7th, at Baltimore Memorial Stadium; and already a full list of committees are busy at work. General chairman is W. M. Brizendine. . . . Recent area closings are the Drake, Drakes Branch, Va.; San Toy, Onoconing, Md.; Herndon, Herndon, Va.; and Lafayette, Charlottesville, Va.

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Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 246-48 N. Clarion St., Philadelphia 7, Penna.



SECTION TWO  
Vol. 62 No. 12

JULY 29, 1959

## ALLIED ARTISTS

### King Of The Wild Stallions (5911)

WESTERN  
75M.

AA

(CinemaScope) (DeLuxe Color)

ESTIMATE: Okay horse opus.

CAST: George Montgomery, Diane Brewster, Edgar Buchanan, Emile Meyer, Jerry Hartleben, Byron Foulger, Denver Pyle, Dan Sheridan, Rory Mallison. Produced by Ben Schwab; directed by R. G. Springsteen.

STORY: Widow Diane Brewster and her young son, Jerry Hartleben, face the loss of her government grazing permit and her ranch, with unscrupulous rancher Emile Meyer anxious to take over. Her friends, George Montgomery and Edgar Buchanan, are not much help, although Montgomery is in love with her. Hartleben has secretly captured a black stallion for which Meyer has offered a \$500 reward. Montgomery and Buchanan "persuade" Byron Foulger, town money lender in league with Meyer, to give Brewster \$500 in return for a mortgage note, but are waylaid by Meyer's henchmen and robbed of the money. Foulger, however, has furnished the sheriff with serial numbers of the bills. The day of Brewster's deadline, Hartleben turns over the stallion to Montgomery, who takes it to Meyer at the land office and claims the \$500. Meyer stalls, however, and when the deadline passes, turns his own \$500 over to the land agent for the property. The sheriff reveals that the bills are the same ones stolen from Montgomery. After a terrific fight in which Montgomery whips Meyer, Hartleben gets to keep the stallion, and Montgomery and Brewster return to the ranch and a future together.

X-RAY: This is well produced and should do okay as a supporting feature for the family trade. The subject matter is familiar, but there is plenty of action and the CinemaScope and color should help. The cast has some name value and all perform adequately. This was written by Ford Beebe.

AD LINES: "The Wildest War Of Man and Beast The West Has Ever Seen"; "Maverick Men and Wild Horse Terror."

## AMERICAN-INT.

### Daddy — 'O'

MELODRAMA  
74M.

American Int.

ESTIMATE: Dualer for teen age trade.

CAST: Dick Contino, Sandra Giles, Bruno Vesota, Gloria Victor, Ron McNeil, Jack McClure, Sonia Torgeson, Kelly Gordon, Joseph Donte, Bob Banas, Hank Mann, Joseph Martin. Produced by Elmer C. Rhoden, Jr.; directed by Lou Place.

STORY: Truck driver Dick Contino is forced off the road by playgirl Sandra Giles in her sports car. She sees him later in a club where he sings as "Daddy-'O.'" He tells her she is the world's worst driver, and she challenges

him to a race. They roar through the park side by side until apprehended by the police. The underworld recognizes Contino's great driving ability, and recruits him to be the driver of their souped-up getaway car. Unknown to Giles, he is working with the police. She tries to get him away from the gangsters, but is captured by the crooks. Contino overpowers the gang leader, the others are jailed, and Contino promises Giles to give up driving for singing.

X-RAY: This average programmer sports as featured player accordionist-singer Dick Contino, who will help draw in the teen-age trade at whom the actionful meller is aimed. There are several songs. The story is by David Moessinger.

AD LINES: "Meet The 'Beat'—Daring To Live . . . Daring To Love!"; "The Wildest Twosome in Town—She Was Beautiful And He Was Bad."

### The Headless Ghost

MELODRAMA  
63M.

American-Int.

(Dyaliscope)

(English-made)

ESTIMATE: Mild horror for teen-agers.

CAST: Richard Lyon, Liliane Scottane, David Rose, Clive Revill, Jack Ellen, Alexander Archdale, Carl Bernard, Josephine Blake, John Stacy, Donald Bissett, Mary Barclay, Patrick Connor, Trevor Barnett. Produced by Herman Cohen; directed by Peter Graham Scott.

STORY: Three young exchange students, Richard Lyon, David Rose, and Liliane Scottane, are on a holiday in Britain. They visit the ancient Ambrose Castle, reputedly haunted by a headless ghost. Skeptical, they hide out in the castle from the rest of the touring group, and begin investigating. One of the "ghosts" asks their help in restoring peace to the spirits of the castle. He tells them the identity of the "headless ghost" and explains that his head can only be restored by the uttering of a special incantation by someone who is now living. They next come upon a "ghost orgy" in progress in the huge banquet hall. The racket arouses the caretaker, who calls police. The students are found just as Scottane is about to recite the incantation before the portrait of the headless ghost. All are awe struck as they see the headless figure, pursued by his head, running for the portrait where they join together. The present Earl of Ambrose assures the young people that they have not disturbed the "ghosts" in his famous castle because he has thousands of ancestors, many of them yet unheard from.

X-RAY: Made in England with a cast of unknowns, this fast moving ghost story has some okay technical details, and may have some appeal for teen-agers and ghost yarn devotees. The horror element has been adroitly handled. This was written by Kenneth Langtry and the producer.

AD LINES: "Head-Hunting Teenagers Lost In A Haunted Castle"; "A Thrilling New Terror Epic."

THE SERVICESECTION is the only service of its kind giving a full coverage listing, and reviews of all features and shorts in the domestic market.

## Road Racers

MELODRAMA  
78M.

American Int.

ESTIMATE: Auto racing meller for teen-age market.

CAST: Joel Lawrence, Marian Collier, Skip Ward, Sally Fraser, Mason Alan Dinehart, Jr., Irene Windust, John Shay, Michael Gibson, Richard G. Pharo, Sumner Williams, Haile Chace, Gloria Marshall. Produced by Stanley Kallis; directed by Arthur Swardloff.

STORY: Joel Lawrence, race driver, is banned from American tracks because his reckless driving has resulted in the death of a fellow driver. He resumes racing in Europe where he becomes a star. After two years, he returns and is reluctantly reinstated. He is welcomed home by his younger sister, Sally Fraser, but not by his uncle, for whom he used to drive. He learns that Skip Ward has taken over his old girl friend, Marian Collier. With murder in his heart, Lawrence begins the big race, determined to "get" Ward. However, when the opportunity presents itself he swerves away off the track and crashes up. He walks away from the wrecked car and the sport of racing for life.

X-RAY: This is an action packed racing meller with a youthful cast of unknowns and is aimed at the teen-age patronage. The racing sequences are nicely pieced in with many actual shots of the American Grand Prix. Several original songs are heard. The story is by Stanley Kallis.

AD LINES: "Screeching Hell On Wheels—Is It Sport Or Murder?"; "Actually Filmed at The U.S. Grand Prix."

## COLUMBIA

### Have Rocket, Will Travel

COMEDY  
76M.

Columbia

ESTIMATE: Good bet for kiddies.

CAST: The Three Stooges (Moe Howard, Larry Fine, Joe De Rita), Jerome Cowan, Anna Lisa, Bob Colbert. Produced by Harry Rimm, directed by David Lowell Rich.

STORY: The Three Stooges are handy men at a rocket experimental station run by Jerome Cowan. A rocket on which Swedish scientist Anna Lisa worked gets off the ground and falls into the nearby hills. The trio are ordered to guard the rocket, and they decide to help Lisa, who is having trouble getting the proper fuel for the missile. They experiment with all kind of ingredients and eventually come up with a combination that seems the answer. They load the ship, which is accidentally sent off into space by Cowan with the Stooges aboard. They land on Venus where they come up against a huge spider. They next encounter a Unicorn and a talking horse, who directs them to the brain center on the planet, an electronic thinking machine. They escape its evil influence, getting back to the space ship, and they blast off for earth with the Unicorn aboard. They are given the conquering hero treatment, and Lisa and fellow scientist Bob Colbert get married.

X-RAY: The Three Stooges are one of the



hottest properties around today as far as the youngsters who go to theatres are concerned, and therefore, this first feature-length production should prove quite an attraction for this portion of the movie-going public. As far as adults are concerned, the entertainment value is passable although the ever-present slapstick may give some a real bang. Though of feature-length, the entry is not too far removed from the many shorts in which the group were starred. It should do well as a special for kiddie matinees or in the supporting slot of the program. Raphael Hayes wrote the screenplay, and there is also a song based on the title.

AD LINES: "Here Come The Laughniks!"; "The Three Stooges In Their First Full-Length Feature Film."

## MGM

### The Scapegoat (925)

DRAMA  
92M.

MGM  
English-made

ESTIMATE: Interesting entry for art spots and some other situations.

CAST: Alec Guinness, Bette Davis, Nicole Maurey, Irene Worth, Pamela Brown, Geoffrey Keen, Peter Bull, Noel Howlett. Produced by Michael Balcon; directed by Robert Hamer. A Du Maurier-Guinness Production.

STORY: Alec Guinness is a mild-mannered university instructor on a lonely motoring holiday in France. In a small town, he comes across a man who is his double. He is a French nobleman in need of money, with a chateau and a family glass business in need of customers. They drink together, and the instructor awakens to find that his clothes and identification are gone along with the Frenchman. The assumption is that he is to pose as the nobleman. The family chauffeur, Geoffrey Keen, takes him home despite his protests, and after a talk with the family doctor, he resigns himself to his new station in life which includes a 13 year old daughter, a bed ridden mother, Bette Davis, and an insecure wife, Irene Worth, as well as a neurotic sister, Pamela Brown. He also discovers that the nobleman has an attractive mistress in town, Nicole Maurey. He learns as much as possible about the family and brings new life to the household. His wife falls to her death out of a window, but Guinness has an alibi. It seems as though the nobleman might be responsible for her death. After this, they arrange to meet, whereupon the nobleman proposes that they resume their individual identities. Guinness, the masquerader, refuses. There is a struggle with a gun held by each. Guinness is the survivor and disposes of the nobleman's body where it may never be discovered. A visit to Maurey is next in order, with an interesting future assured.

X-RAY: This entry takes its time in developing, but it does so in an interesting fashion. Because of this and the dramatic content, the continental atmosphere and story angle, it may hold more for art and specialty house audiences who will best appreciate some of the film's finer points, as well as Alec Guinness and others. It can also do well as part of the program in other houses where a minimum of action is not a deterrent and where adult audiences go for drama. The performances are good, particularly by Guinness in a dual role, and direction and production are adequate. The screenplay is by Gore Vidal and Robert Hamer, based on the novel by Daphne Du Maurier.

AD LINES: "Life Had Meaning For Him When He Started To Live Another's Life"; "The Man With Two Lives . . . One Was Dull . . . The Other Exciting And Interesting."

## 20TH-FOX

### Blue Denim

DRAMA  
89M.

20th-Fox  
(CinemaScope)

ESTIMATE: Highly exploitable drama about today's youngsters.

CAST: Carol Lynley, Brandon de Wilde, Macdonald Carey, Marsha Hunt, Warren Berlinger, Buck Class, Nina Shipman, Vaughn Taylor, Roberta Shore, Mary Young, William Schallert, Michael Gainey, Jenny Maxwell, Junie Ellis. Produced by Charles Brackett; directed by Philip Dunne.

STORY: MacDonald Carey and Marsha Hunt, parents of Brandon DeWilde, are so busy preparing for the wedding of their daughter, Marsha Hunt, to Buck Class that they have little time to pay to the teen age boy. In their cellar hideout DeWilde and his pal Warren Berlinger, smoke cigarettes, drink beer, play poker. Carol Lynley, daughter of neighbor professor Vaughn Taylor, tries to console DeWilde on the loss of his dog, and they decide to go steady. Inadvertently, they are forced to watch Hunt and Class bid each other a passionate good night. Stirred by the scene, their own emotions run away with them. Later, when the kids learn Lynley is pregnant, they are frantic. Berlinger tries to help out by finding an abortionist. Not having enough money, Berlinger now tells DeWilde the thing is too dangerous, akin to murder, and urges DeWilde to go to his parents and ask them for help. He agrees, but finds his mother still too busy with Hunt's wedding plans, so he steals one of his father's blank checks, makes it out for the amount needed for the abortion, and cashes it. After the wedding reception, the bank vice-president tells Carey about the forged check, and the parents learn from Berlinger that DeWilde and Lynley are on their way to an abortionist. They get there in time, but after an all-around conference, Lynley says she doesn't want to marry DeWilde. DeWilde gets the money back and chases after Lynley, who is being sent to stay with her aunt.

X-RAY: The cry of this film seems to be one for better sex education for youngsters by their parents and for closer communication between parents and their offspring. The yarn is not one about juvenile delinquents, but rather, has to do with good kids in a small town. It covers the matter of accidental pregnancy and fumbles around about abortions, and because the youngsters are youthful and inexperienced, it doesn't seem unduly out of place. As any showman can see, the chances of exploiting this into a high powered attraction for the young and their parents are excellent. Performances are uniformly good, and production and direction are fine. Young audiences will find their counter-parts on the screen in the new faces in the cast. The screenplay is by Edith Sommer and Philip Dunne from the stage play by James Leo Herlihy and William Noble.

TIP ON BIDDING: Better program rates.

AD LINES: "The Picture That Talks Heart to Heart With Young America"; "The Lost Innocence—The Rude Awakening To What They Had Done—And Might Now Have To Do."

### The Miracle Of The Hills

DRAMA  
73M.

20th-Fox

ESTIMATE: Satisfactory family entertainment.

CAST: Rex Reason, June Vincent, Jay North, Gilbert Smith, Tracy Stratford, Betty Lou Gerson, Nan Leslie, Theona Bryant. Produced by Richard Lyons; directed by Paul Landres.

STORY: Reverend Rex Reason arrives in Carbon City to take over the inactive parish. The town is controlled by widow Betty Lou Gerson, former dance hall girl, whose husband left her the mine from which the town earns its livelihood. The mine is in a notorious state of disrepair. Reason establishes a measure of respect for himself by manhan-

dling the town bullies, then goes to work repairing the run-down church. Meanwhile, his landlady, June Vincent, dies from consumption, and Reason takes on the care of her three brightly appealing children, Jay North, Gilbert Smith, and Tracy Stratford. He is helped by dance hall girl Nan Leslie. Things with Gerson come to a head when the townspeople threaten violence unless improvements are made in the mine. She refuses, threatening to put Reason's wards into a distant orphanage, to boot. The children, overhearing the plans, hide in an abandoned mine shaft which collapses about them. Reason rescues them, Gerson has a change of heart, and the minister falls into a clinch with Leslie, assuring the three toddlers of a proper home.

X-RAY: Mildly religious, good family fare, this shapes up as a satisfactory addition to the program. The power of prayer is highlighted, and the happy ending, complete with the villain's emotional about-face, makes for easy, if somewhat uninspiring viewing. Fine for the family and will not upset anyone.

TIP ON BIDDING: Program rates.

AD LINES: "Forged Out Of The Human Heart"; "A Vengeful Woman's Hate Challenged By A Courageous Man's Fighting Faith."

### A Private's Affair

COMEDY  
92M.

20th-Fox  
(CinemaScope)  
(Color By DeLuxe)

ESTIMATE: Amusing, entertaining comedy.

CAST: Sal Mineo, Christine Carere, Barry Coe, Barbara Eden, Gary Crosby, Terry Moore, Jim Backus, Jessie Royce Landis, Robert Burton, Alan Hewitt, Robert Denver. Produced by David Weisbart; directed by Raoul Walsh.

STORY: Sal Mineo, a beatnik-type lad from the tenements; Barry Coe, a recent college graduate; and Gary Crosby, playboy heir to an Oregon cattle empire, are drafted and wind up in the same platoon. They acquire girl friends, with Mineo and Terry Moore being paired, as are Coe and Carere and Crosby and sergeant Barbara Eden. Jim Backus, TV emcee, hears them do a "gripe" number about the Army and has them assigned to do a number on his all-Army show. Meanwhile, Coe comes down with laryngitis and is confined to the post hospital. While there, Assistant Secretary to the Army Jessie Royce Landis appears on an inspection tour and discovers a tragic case involving a dying father whose child will have to be deported when he passes on. To prevent this, she decides to marry the dying man. In the dim light, there is a mixup and she winds up marrying Coe while he is under the influence of drugs. When he mentions the vague ceremony, authorities put him under psychiatric observation. When he informs his buddies, he gets into trouble with Carere. He tries to see Landis but to no avail. He finally gets to his commanding officer, and Landis straightens it all out since the proceedings are illegal. Coe winds up a bachelor again and appears in the nick of time on the TV show proving a big hit with the public as well as with the girls.

X-RAY: Smart, witty, and amusing is the comedy entry that played quite well before a sneak preview audience that seemed to enjoy itself thoroughly. Producer Weisbart has taken a group of talented youngsters who will be appreciated by the younger theatregoers particularly and given them a cute script and story as well as the capable direction of Raoul Walsh. What emerges is lightweight entertainment that should prove pleasing to most viewers. Veterans and draftees should get a particular boot out of many situations. It should make up well as part of the show. Winston Miller did the screenplay based on a story by Ray Livingston Murphy. Songs to be heard include: "Same Old Army," and "36-24-36."

TIPS ON BIDDING: Higher program rates.

AD LINES: "This Fun Fest Is Anybody's Affair"; "Chase Your Blues The Army Way . . . The New Army's Way, That Is."



## UNITED ARTISTS

### Cry Tough

MELODRAMA  
83M.

United Artists  
(Hecht-Hill-Lancaster)

ESTIMATE: Interesting, topical crime meller.

CAST: John Saxon, Linda Cristal, Joseph Calleia, Harry Townes, Don Gordon, Perry Lopez, Frank Puglia, Penny Santon, Joe De Santis, Barbara Luna, Arthur Batanides, Paul Clarke. Produced by Harry Kleiner; directed by Paul Stanley.

STORY: Puerto Rican John Saxon returns home from prison determined to go straight. Crime king Harry Townes and two former cohorts, Perry Lopez and Don Gordon, try to persuade him to rejoin the gang, Lopez going so far as to offer him his girl, Linda Cristal, newly immigrated from Puerto Rico. Saxon is welcomed at home, but soon tires of a poor, but honest existence. He is beaten when he foils an attempt by Lopez and Gordon to implicate him in a robbery, and flees to Cristal's quarters. He proposes marriage, but she will have none of that. Immigration officials appear, hunting for Cristal, who is in the country illegally. Saxon marries her, making her a citizen and non-deportable. However, she leaves him, unable to be faithful to any one man. The shock sends Saxon reeling back to the gang. Another job goes off as planned, and the thieves are on their way out when they are discovered by Saxon's father, Joseph Calleia. Saxon prevents his men from killing his father, enabling the old man to turn in the alarm. Saxon escapes, only to flee into the arms of the vengeance-seeking mobsters. He falls to his death while attempting to escape.

X-RAY: A well-told tale of violence, this film also makes an attempt at explaining the sociological factors influential in guiding a basically good fellow into crime. The explanations are over-simplified in this tale of a good bad guy, the general outline of which has been applied to many other minority groups in the same environment. Life in a tenement is well-drawn. The scenes of violence are believably drawn and convincingly portrayed. Although it is known that justice will unerringly triumph, the film holds interest. The music, by jazz guitarist Laurindo Almeida, is very good and well blended into the emotions taking place on screen.

TIP ON BIDDING: Fair program rates.

AD LINES: "A Thrilling, Modern Crime Story"; "Triumph Over Environment In The Violent Gang-Infested Tenements."

### Ten Seconds To Hell

DRAMA  
93M.

UA  
(Seven Arts-Hammer)  
(Filmed in Germany)

ESTIMATE: Suspensful drama for the program.

CAST: Jeff Chandler, Jack Palance, Martine Carol, Robert Cornthwaite, Dave Willock, Wes Addy, Jimmy Goodwin, Virginia Baker, Richard Wattis, Nancy Lee. Produced by Michael Carreras; directed by Robert Aldrich.

STORY: At the end of World War II, a group of former German soldiers return to Berlin, and since they are experts in bomb demolition, they are hired as a bomb disposal squad with special privileges, preferred housing, etc. The six men are headed unofficially by Jack Palance, who is continually challenged by cynical egotist Jeff Chandler. The latter presents a scheme whereby all agree to put half their salary into a pool for a six month period at the end of which time the survivors are to split the total. Their work is complicated by the discovery of an occasional British double-fuse bomb, which kills one of the squad shortly after they get started. Chandler and Palance are in competition for the attentions of war widow Martine Carol, in whose apartment they are quartered. Eventually, only these two remain as the pact time draws to a close. It is Chandler's turn

to deactivate a double-fuse bomb, but Palance goes along to see whether or not he can help. Chandler tries to kill Palance but is unsuccessful. Palance leaves him to handle the job alone, and it explodes, eliminating Chandler. The pact ended, Palance is free to resume his work as an architect with Carol at his side.

X-RAY: This film's greatest assets for average audiences are its moments of suspense, bolstered by realistic backgrounds, settings, and performances as well as the names of Jeff Chandler and Jack Palance. Interest is well maintained although the matter of audience sympathy for the on-screen characters who are supposed to have fought for the enemy is one of uncertainty. The subject is certainly different, and as such has some added value. It should do okay as part of the show in many situations. The screenplay is by Robert Aldrich and Teddi Sherman, based on the novel, "The Phoenix," by Lawrence P. Bachman.

TIPS ON BIDDING: Higher program rates.

AD LINES: "They Lived A Lifetime In A Few Seconds"; "She Was A Leftover From War . . . Yet Two Men Fought For Her."

## FOREIGN

### The Enchanted Mirror

DOCUMENTARY  
80M.

Sovexportfilm  
(Sovcolor)  
(Kinopanorama)  
(English narration)

ESTIMATE: Soviet version of Cinerama loaded with propaganda.

CREDITS: Direction and scenario by L. Kristi and V. Komissarjevsky; photography by V. Voronzov, I. Gutman, A. Koloshin, and S. Medynsky; cartoon sequences directed by I. Akensenchuk; artists from the State Bolshoi Theatre, the Peking Classical Opera, the Dance Ensemble of the Pianitzky Chorus, and the Ensemble ARF.

CONTENT: The film has four parts, each introduced with an animated sequence to set the mood. The first deals with "Snow Queen" by Hans Christian Andersen, and it gives the camera a chance to go to the North Pole where a Soviet scientific research station is at work. A fast-moving ride in a Russian "Troika" is to be seen, as are shots in the north. Section two shows performing artists such as ballet, singers, amateur dance groups, etc. Section three is a visit to China where the people, countryside, as well as the industrial revolution is shown, plus artists again at work. The final segment is devoted to alleged accomplishments in economic and cultural fields as well as a look at the Brussels World's Fair.

X-RAY: Once again, this presentation at the Mayfair in New York in conjunction with the Soviet Exhibition of Science, Technology, and Culture is shown via three projectors on a huge curved screen. Again, the lines of each projector's picture are to be seen. The content is fairly interesting although tinged with propaganda both pictorially and in narration. The color is fairly good, except that the green of the countryside has heavy bluish tones. The camera-work is competent, and direction and production are okay. Again the subject is interesting because prior to this much of it was kept under wraps. The cartoon sequences are good.

AD LINES: "The Soviet Union Today—At Work and Play"; "The U.S.S.R. Today On The Wide Screen And In Color."

### Lady Chatterley's Lover

DRAMA  
102M

Kingsley-Int.  
(French-made)  
(English titles)

ESTIMATE: Should clean up in art houses.

CAST: Danielle Darrieux, Leo Gann, Erno Crisa, Berthe Tissen, Janine Crispin, Jean Murat, Gerard Sety, Jacqueline Noelle. Produced by Gilbert Cohn-Seat; adapted and directed by Marc Allegret.

STORY: Mining capitalist Leo Genn, invalidated by the war and confined to a wheelchair, is unable to lead a normal married life with wife Danielle Darrieux, who devotes all her time to his care. Embittered, Genn has his mind set on having an heir and prevails on Darrieux to have a brief affair with another man from which a son might be born. This idea upsets the moral balance of Darrieux, and when she meets gamekeeper Erno Crisa, it precipitates an affair. Genn has hired a widowed nurse, Berthe Tissen, and this gives Darrieux more time to carry on her affair with Crisa. Her sister, Janine Crispin, who has often tried to persuade her to take a lover, persuades her to accompany her to Venice. Genn hopes his wife will return with the promise of the heir he longs for. During her absence, Crisa's ex-wife, Jacqueline Noelle, divulges the "scandal." Genn dismisses Crisa and calles Darrieux back. He is delighted to hear she is expecting a child, but outraged when he learns the identity of the real father. He insists on keeping the child. However, Darrieux has other ideas, rebels, and leaves Genn to join the father of her child.

X-RAY: This French film version of the D. H. Lawrence novel and the play by Gaston Bonheur and Philippe de Rothschild should find a ready boxoffice in the art and specialty houses, helped no end by the unusual amount of publicity the film has received due to its censorship difficulties in this country, which finally called for a U.S. Supreme Court decision in its favor. Judging the film, aside from this issue, it is good as French-made love dramas go, with the advocating of adultery by the crippled husband, of course, a rather startling idea. The book is followed closely, and the acting by the entire cast is top drawer, with several of the actors of certain name value in the foreign and art spots. There is nothing "obscene" in the film, although several love scenes are pretty candid. The black and white photography is fine, and there is a haunting and lovely musical theme running through the background score by Joseph Kosma. This bears a Legion of Decency "C" rating.

AD LINES: "D. H. Lawrence's Controversial Masterpiece"; "Once I Would Have Died of Shame; Now It Is Shame That Has Died!"

### Women Are Weak

COMEDY  
95M.

NTA  
(French-made)  
(English titles)  
(Eastman Color)

ESTIMATE: Cute comedy import.

CAST: Alain Delon, Mylene Demongeot, Pascale Petit, Jacqueline Sassard, Anita Ruff. Produced by Paul Graetz; directed by Michel Boisrond.

STORY: Alain Delon is a handsome young man, who likes girls. What's more important, they like him. He spreads his attentions and affections among three of them, one married, while engaged to be married to a fourth. Pascale Petit is the bride, who can't get him out of her system. Her best friend, Mylene Demongeot, is convinced that he only loves her. Jacqueline Sassard, Demongeot's friend, is expelled from a convent school because of his attentions and her crush on him. He really loves Sassard and tries to break off with his fiancée Anita Ruff, but the latter gets a gun to emphasize her objections. The three girls get together to give him his just desserts, but they are not very effective. He eventually winds up marrying Sassard while the girls are sentenced to short jail terms for their attempted mayhem.

X-RAY: Cute in content and adequate in execution, this import should provide light, gay, and witty entertainment for art and specialty house attendees. It's colorfully presented and well-mounted. The performances are okay, and the direction and production are likewise. It is based on a novel by Sophie Cathala, with the screenplay by Annette Wademant and Michel Boisrond. This bears a Legion of Decency "B" rating.

AD LINES: "He Loved 'em All"; "Fun For All—The French Way."



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JULY 29, 1959

SECTION THREE  
Vol. 62 No. 12

# EXPLOITATION

**ACTUAL PROMOTIONS, accomplished by Experienced Theatremen, that can be applied with profit to many other Theatre Situations.**

This special section is published every-second-week as a separately bound saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each such cumulatively numbered saveable section represents current submissions that have been judged by the Editorial Board as having the originality and ticket selling force to warrant placement in the 1958 SHOWMEN OF THE YEAR CONTEST (explanation elsewhere). It is recommended that theatremen save complete annual consecutively numbered files of these EXPLOITATION sections, and on the last page of each issue will be found a complete cumulative index for the preceding 12 months. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 246-48 N. Clarion St., Philadelphia 7, Pa.

**Individual ACHIEVEMENT CITATIONS have been issued for each of these:**

## A CIVIC-CLUBS

### NUMBER 28

**An Eye-Glasses Tieup On "Compulsion"**  
THEATRE: Paramount,  
ADDRESS: Port Arthur, Ont., Canada  
MANAGER: L. W. Palmer

When 20th-Fox's "Compulsion" was due to come to our theatre the Lions Club of Port Arthur-Fort William were conducting a drive to collect old eye-glasses, frames and lenses. This proved to be a natural for us inasmuch as a pair of eye-glasses plays a very important part in the murder and the film.

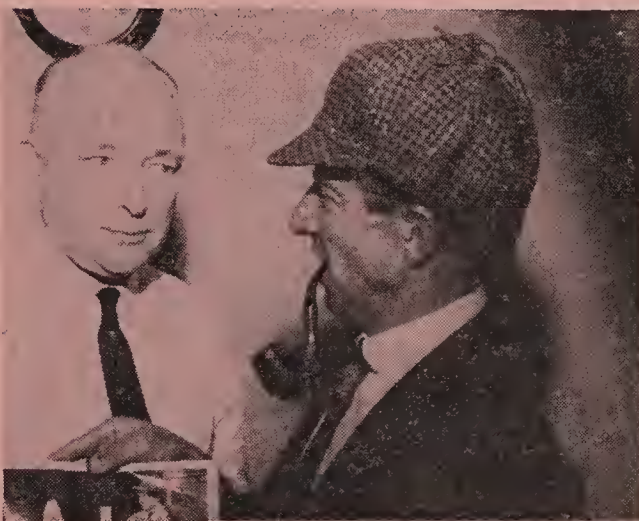
We dressed up our front in an out of the ordinary manner with special stills, show cards and a message inviting patrons to leave their old eye-glasses at the theatre and receive a free guest ticket to see "Compulsion." All this material was centered around eye-glasses and the important part that a pair played in the picture. This soon caught on. We collected over 200 pair of eye-glasses and numerous loose lenses. As the campaign rolled on we had dozens of citizens leaving glasses at the theatre and refusing to take the guest tickets. They just wanted to help out and thank us for taking part in the worthy effort.

After we had collected a few dozen pair of glasses they were stuck up on the glass of our boxoffice with scotch tape; and made a very imposing display that created interest and talk all over town. The local newspaper, the News Chronicle, thought enough of it to visit our theatre, photograph it, and publish it in the paper the next day.

To further the publicity on "Compulsion" we made a very effective tie-up with Central News, distributors of the pocket novel. They used special truck banners on all their trucks one week prior to playdate and during the entire run. Also, a lobby display of the pocket novel was used in the theatre. Central News also used 20 counter cards on the film in bookstores and other spots where the novel was on sale. This was all gratis to us.

Through the Lions Club we received eight free radio plugs a day for one week and two television shots.

Besides all the free publicity that we received, this was a wonderful public relations job.



**E. D. Harris, manager-publlicist, Herb Rosener Theatres, recently donned the make-up of "Inspector Maigret" and visited the newspaper offices to plant material on the French-made Lopert release at the Beverly Canon, Beverly Hills, Cal. He is seen here with Pat Greene, movie editor, Los Angeles Examiner.**

The entire promotion and set up was put into action in the space of two weeks with the special show held on a midweek morning at 10 a.m.

The Boy Scouts committee took over the advance ticket sale in a complete canvass of the greater Harrisburg area; and a local distributor of Bob-A-Loop toys handled the booking of live talent, which included WGAL-TV's Miss Nancy of Romper Room School; Uncle Bob, WLYH's Popeye Theatre; Tumbleweed, local Oatie favorite of the younger set who appears on WHP-TV; and Paul Landersman, WHGB disc jockey.

The special show was plugged daily on these stations by the corresponding talent for two weeks up to and including the morning of the show.

Civic interest generated through the Boy Scouts included a special tie-in with Mayor

Nolan Zeigler, who bought the first ticket while local newsmen and TV cameras covered the event. He, then, agreed to serve as official welcomer at the actual performance along with the president of the Harrisburg Police Athletic League.

Merchants cooperated by placing special posters in their windows ballyhooing the event, and several downtown stores by permitting ticket booths for the sale of tickets. Others purchased blocks of tickets and turned them over to the local orphanages and children's homes.

Tickets sold at 50 cents each; and adding frosting to the cake, more than 100 door prizes were awarded including the Bob-A-Loops, RCA record albums and a boys' bicycle and a girls' bicycle, both big two-wheelers. A local ice cream company gave an ice cream bar to everyone in attendance.

The crowd was very orderly with more than enough uniformed Boy Scouts on hand to assist in ushering and collecting tickets.

### NUMBER 39

**Kids Really Go For 'Lone Ranger' Masks**  
THEATRE: Nishat,  
ADDRESS: Karachi, Pakistan  
MANAGER: Humayun Baigmohamed

Our publicity on United Artists' "The Lone Ranger and The Lost City Of Gold" included free space in the newspapers for advance and a solid ad campaign highlighted by the distribution of Lone Ranger masks to children.

These cardboard masks imprinted in two colors really proved a sensation. The fact that we were giving them away resulted in the glass of our boxoffice being broken due to the number of children who turned out to see the film and get the masks. Many grown-ups who came with the children mentioned that they had been virtually dragged into the theatre by the children because of the masks.

The entire cost of 25,000 masks was paid by Zelin's Corner House, the most popular coffee house in Karachi, which caters mostly to the



A scaled version of a huge "Solomon and Sheba" mural painting which artist Symeon Shimin, left, has been commissioned to create for the global campaign of the UA release and which will be exhibited in major cities in conjunction with regional premieres was viewed recently by, left to right, Dave Diener, vice-president of the Monroe Greenthal advertising agency; Gina Lollobrigida, starred in the Edward Small production; Roger H. Lewis, UA national director of advertising, publicity, and exploitation; Lois Weber, UA publicity coordinator of the promotion unit; Fred Goldberg, Lewis' executive assistant; Mort Nathanson, UA publicity manager; and Joseph Gould, UA advertising manager.

## B KIDS' MATINEES

### NUMBER 38

**Benefits From Scouts' Benefit**

THEATRE: Senate,  
ADDRESS: Harrisburg, Pa.  
MANAGER: Bernard Bispeck

We recently parlayed a special screening of 20th-Fox's "Prince Valiant," a stage show featuring local television-radio talent, and an assured S.R.O. house as a result of a pre-show ticket sell handled by the Boy Scouts.



students and the middle class, in exchange for credit on the masks, "With the compliments of Zelin's Corner House." The staff of Zelin's, which has four branches in town, wore the masks during business hours while serving their patrons. Naturally, this resulted in additional publicity at Zelin's. The cinema's staff, including the ushers, also wore these masks during show times.

All the masks were distributed during the first week and we persuaded Zelin's to bear the cost of another 5,000 masks, which were given away during the second week—making a total of 30,000 in all.

The masks became very popular with the kids and it was a common sight in Karachi to see them around the streets and playgrounds wearing them.

## G STUNTS-BALLY

### NUMBER 62

"Fractures" 'em with "Fractured Jaw"

**THEATRE:** Star Drive-In,  
**ADDRESS:** New City, Kansas  
**MANAGER:** Paul Ricketts

Deciding to prove that the movie business has not lost its sense of humor, we recently set out to "fracture" the people with a little stunt on 20th-Fox's "Sheriff Of Fractured Jaw."

This entailed a good natured rib in both heralds and newspaper ads on our sheriff and it caused the desired comments.

Bearing photos of both "sheriffs" our copy read:

This is Harold Mellies, the Sheriff of Ness County. He was elected in 1956 and re-elected in 1958. He is doing a good job of taking care of the various duties of the sheriff. We doubt if Mellies is very fast on the draw, in fact if he were to engage in a matched gun duel on Main Street—pardon, Pennsylvania Avenue — we would recom-



Ask any girl in Dallas, and they'll tell you what stopped every man on downtown streets. The recent ballyhoo was for MGM's "Ask Any Girl," Palace. The stunt was arranged by Hal Cheatham, Interstate city advertising manager, and Norm Levinson, MGM's southwest press representative.

mend plate glass insurance for the various business places. We understand however, that BBF (before bi-focals) Harold was a crack shot with a rifle at any distance.

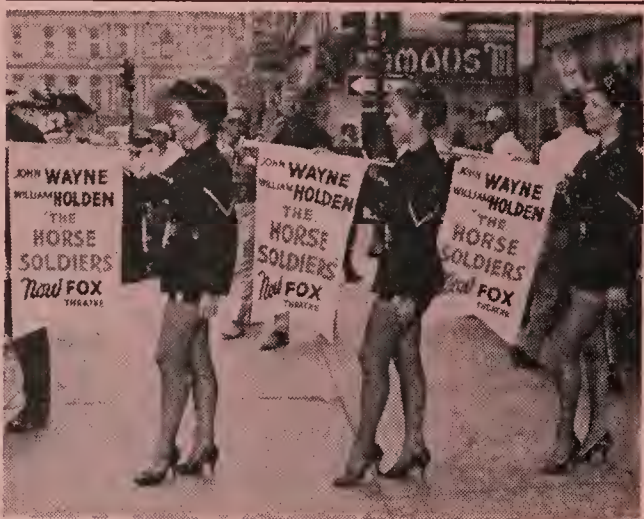
His trusty steed is a blue, radio equipped OLDS in which he jogs around over the county in the course of his duties. However, he is no stranger to a saddle and we are told he can sit a horse like an old time lawman but the Olds seems to be better suited to modern day law enforcement.

He can be seen any day either at his office in the modern county bastille northwest of the courthouse or riding his trusty Olds serving a summons or investigating a crime. We recommended this sheriff for law enforcement.

And, this is Jonathan Tibbs, the Sheriff of Fractured Jaw. He wasn't elected — he was tricked into being sheriff. He stopped a war between two rival ranch gangs and brought peace with the Indians. Jonathan can't draw either, in fact if he got into a gun fight his opponent would be less likely to get hit than the bystanders. If Jonathan started to shoot it out with the Sheriff at the left we would double that plate glass insurance. He came from a family of gun makers but somehow never got to be much of a gun slinger.

He doesn't know a thing about horses but there is a little filly name of Jayne Mansfield that can't stand him at first — but goes for him in the end. We presume that they lived happily ever after, at least we hope so.

He can be seen Sunday and Monday at the Star Drive-In. He may not be much of a Sheriff but if he isn't funnier than Mellies we'll give you a half bushel of popcorn. (No butter). We recommended this sheriff for laughs.



These models were used for eye-filling street bally recently to herald the opening of United Artists' "The Horse Soldiers," Fox, Philadelphia. In keeping with the Civil War theme, Max Miller, UA field representative, had the girls attired in appropriate jackets and Confederate caps. What the mesh opera hose represents, we can only guess.

Of course, the "Sheriff Of Fractured Jaw" sent a signed invitation to the Sheriff of Ness County to bring his family out to see him in action!

## I INSTITUTIONAL

### NUMBER 53

Drive-in Helps Motorists

**THEATRE:** Shipyard Drive-In,  
**ADDRESS:** Providence, R. I.  
**MANAGER:** Langdon Wilby

The very thing that a drive-in should think of first, help to a distressed motorist, is all too often neglected by drive-in operators.

Not so here. We are constantly on the alert to institute services for the maximum comfort and enjoyment of patrons. Consequently, we have inaugurated a service that has the motoring public, and especially those who have had to take advantage of the innovation, enthusiastically appreciative.

When a patron discovers a "flat," our well-trained crew spring into action. If a spare is carried, emergency repairs are made. All without any charge whatsoever.

Should a negligent motorist run out of gasoline, we see to it that he is supplied with enough fuel to reach home; and again 'it's on the house.'

Still another most welcome service is offered when a 'dead battery' threatens to prevent the motorist from leaving the drive-in at the conclusion of the evening's performance. Promptly upon being notified, a 'rescue crew' is dispatched to the scene, armed with a 'quick charger.' After being absolutely certain that the motorist has been saved from his dilemma, he is sent on his way rejoicing — and, again, it's all 'on the house.'

So, it's hardly a point of wonderment that our drive-in which has a normal capacity of 1,652 cars, is more often than not filled to capacity. This certainly speaks well for our efficient, courteous and helpful management and cooperation.

### NUMBER 54

Utilizing Idle Space

**THEATRE:** Ritz,  
**ADDRESS:** Keighley, Yorks, England  
**MANAGER:** Peter H. Gaston

One of the biggest eyesores in our building was for a long time a window dividing the circle lounge from what used to be a cafe.

Although the window was covered with a rich velvet curtain and neatly draped, patrons waiting for the beginning of the show would still draw aside the curtains and peep through; and in these days of closures it did not have a good effect to realize that the cafe was now non-existent.

Upon examination it proved that the whole window and frame could be easily removed from the wall without causing damage. But what to put in its place?

At last we hit on an idea which has proven the biggest crowd stopper of all the stunts I have pulled here.

We replaced the window with a screen, home made, but neatly tailored to fit the frame; and in the former cafe, behind the screen, we installed a 16mm projector. Thus, we now show to our waiting patrons trailers for the following weeks' programs. The magic of the thing in their eyes is that they can not see how it is projected as all the equipment is concealed in the cafe and the principle of back projection is involved.

While the newspaper strike continues we are using this screen for the projection of 35mm color slides, which can be changed as if by magic by a button on the patrons' side of the window. We go out into the surrounding area and photograph items of local interest such as processions, garden parties, sports meetings, etc., and with the fine cooperation of our local photographic shop have the pictures on the screen in a few hours. The local photographer gives us the

(Continued on page EX 147)

### THE NEW 1959

## "Showman-of-the-Year" CONTEST

Each individual achievement, selected by the Editorial Board and published in this every-second-week EXPLOITATION Section of MOTION PICTURE EXHIBITOR, will receive an Achievement Citation. Five by the same showman published in any one year will receive a SILVER Achievement Citation. And, should any showman ever accomplish ten in the same year, a GOLD Achievement Citation will be awarded. No weekly or monthly prizes will accompany such citations.

At each year's end, all such published achievements will be submitted to the "COMMITTEE OF 100" theatre circuit executives for their individual study and their personal choice of the BEST FIVE. A minimum of

# \$100000 IN PRIZES

will be awarded to the five "SHOWMEN-OF-THE-YEAR" so selected. Alert showmen, interested in the international distinction to be gained from such awards, will recognize that an advantage lies in winning repeated individual published achievements. Address all submissions and photographs to: GEORGE F. NONAMAKER, Feature Editor, MOTION PICTURE EXHIBITOR, 246-48 N. Clarion Street, Philadelphia 7, Penna.



# Paramount West Coast Joins Drive To Fight Fourth Quarter Letdown

By JERRY ZIGMOND

## Paramount West Coast Theatres

I think the greatest impetus we can give the Fourth Quarter is to reactivate interest in theatre-going when we face the competition of a new TV season; the back-to-school slump; the growing interest in Christmas as it nears, as well as pre-Christmas spending; is to concentrate efforts to put the great movies that are coming during this season into the consciousness of our potential audiences. This effort, as you will all agree, cannot be confined to our own company's theatres, but must be done in concert with competitive theatres and with the active participation, as far as is practical, of the producers and distributors, as well.

The idea of a new movie season, or a greater movie season, is far from new, and often times there is a lack of enthusiasm for this type of effort in that many feel that people buy individual attractions rather than movies in general. This, of course, is true, but the level of their enthusiasm can be raised in a general way to the point where they will buy specific pictures more readily. We, as an industry, should certainly make an all-out effort once a year in this direction. Whether the industry does this nationally or not will not stop us from doing it locally. I feel we can do it on a local level successfully. Seasonal campaigns have been found by other industries to be most effective in reviving interest in their products.

The yearly models of automobiles culminate in an automobile show conducted by all the companies. The same is true of home appliances, such as refrigerators, stoves, etc., uniting in home shows; and in fashions—especially women's styles—they gain renewed impetus through the combined efforts of the stores and manufacturers. Actually, the changes in automobiles and refrigerators from year to year are very slight, yet a big to-do is made about it. We have the great advantage of presenting a set of brand-new movies, and the cream of the crop, in the fall.

It is our proposal to organize all those who are connected with the theatre business in Los Angeles and San Francisco in the same thorough manner as one would organize a fund-raising drive. In fact, this is a fund raising drive, with ourselves as the beneficiaries rather than a charity. We will have a meeting of all those involved, selecting a general chairman in each city. We will divide the various avenues of activities into categories, such as a radio and TV committee; a newspaper committee; a speakers' bureau; an inter-theatre committee; and other committees as needed.

Because of our proximity to Hollywood, it would be my thinking that we contact every studio and lay out a schedule coinciding with the release of specific pictures, to have a movie personality in our towns practically every week. Particular stress would be made to bring young players with great promise for the future, so we can build interest in new faces in the manner we have all talked about so much. These personalities would, of course, tie in with the pictures they appear in, but would be used for the benefit of all the theatres in the area to engender the importance of motion pictures, and keep movie-going interest

## Teen-Agers Think Movies Currently Better Than Ever

CHICAGO—"Take it from the teen-agers, movies are better than ever, particularly if they're romantic comedies and you have a candy bar or popcorn to nibble on," said Eugene Gilbert, president, Gilbert Youth Research Company, in a recent article in the Sunday Times.

"Three out of five of the young folks said they regard the current cinema output as better than ever before. Just about all those questioned said that a snack while watching a picture increases their enjoyment . . . Romance is the favorite movie subject among the young people and, as can be expected, it's the girls who tip the scale in its favor. Nearly half the girls said they prefer romance. With the boys it was less than a quarter.

"A good comedy is a big drawing card. A bit less than one in three—also more girls than boys said they enjoy going to the movies for a laugh.

"The favorite of the boys turned out to be mysteries. Trailing behind the top three were horror stories, historical works, science-fiction, feature cartoons, and, a surprise flat last, westerns. Only one in 20 picked the horse operas as a favorite.

in the foreground.

I believe we can promote a weekly radio or TV show on which a different executive of the theatres would appear each week, to answer questions sent in by the public regarding motion pictures to be released during the fall period. This idea would be extended to newspapers, in which a theatre executive would become a Hollywood Answer Man, a column appearing once a week in which he would be the guest columnist answering questions sent in by the readers.

A further thought would be to organize a style show with one of the leading department stores, in which each studio would be represented with clothes designed for and used in their coming pictures, together with the store's own new fall merchandise. I believe this could become an important activity to the point of repeating it annually.

## UTILIZING (Continued from page EX146)

loan of slide and cine projectors in return for due credits to his establishment and this has proved a profitable tieup for both of us.

I am sure that if others were but to look around their theatres they could find an odd corner where this idea could be adapted and get the theatre talked about.

## NUMBER 55

### Real Old Time Film Draws Biz

THEATRE: Valentine,

ADDRESS: Defiance, Ohio

MANAGER: Elmer N. DeWitt

Recently we proved that there is money in nostalgia and also that once in awhile we can get away with the "Curtain Time Eight P.M." stunt in connection with the showing of special subjects.

Our feature was "Ten Nights In A Barroom" starring William Farnum; but the stunt can be used on any real old film.

We used the following ad copy both on heralds and a large "splurge" newspaper ad: "Once In A Lifetime Opportunity. One of the movie greats of all time. A masterpiece of motion picture production. Actually produced and filmed in 1930! A rare experience in a nostalgic trip down memory lane with all the appeal of a great American literary work. A high point in the history of motion picture achievement. Great entertainment. Don't miss it. One night only."

We also screened several real relic short subjects; and for pointed up contrast several single reels in CinemaScope and color to point up the improvement the motion picture has made and the really big picture that can now be seen at our theatre.

We served free coffee and donuts from 7.15 P.M. till 8 P.M., and no one was admitted or seated during the presentation. Admission was 90 cents with children under 12, 50 cents.

A lobby sign was utilized about three weeks in advance; and we received write ups in our local newspaper as well as six out of town papers.

For the occasion we really put on the ritz. The manager and assistant wore tuxedos, (Continued on page EX 148)

To tie together an all-out campaign and give it identification with the public, I believe an effective slogan is needed. The number of slogans that can be created is limitless. We know the magic of slogans in other industries and the strong impressions they make on the public's mind. I offer for use in the fall movie campaign the following:

**"YOUR BEST MEASURE OF PLEASURE IS MOVIE THEATRE LEISURE"**

Many other activities are in the planning for an all-out fall movie campaign, and would certainly include many ideas previously expressed by others.



This large "live" float promoting MGM's "The Mysterians" was on Brooklyn, N.Y., streets recently prior to the opening at Loew's Metropolitan, and then moved throughout the metropolitan area in support of the film's saturation booking in more than 100 theatres.



## COMPANY ASSISTS

**COLUMBIA** announced that producer-director William Castle has set plans for a major merchandising campaign tied into his production of "The Tingler". The program, which will set up a complete line of "Tingler" products and apparel, will be supervised by his associate, Dona Holloway, who is working with manufacturers and national representatives on various merchandise that will be placed on the market prior to the release of the shocker-feature. These will include "Tingler" toys, T-shirts, hats, records and albums, ice cream and candy bars, costumes, head masks, etc. She also is working with a national distiller on plans for a "Tingler Cocktail" to be featured in bars and cocktail lounges.

**20TH CENTURY-FOX's** specially tailored campaign on "Blue Denim" will be "youth test" through a market research program in coordination with regional advertising and publicity managers throughout the U.S. The ads, trailers, radio and TV spots and additional material which comprises the campaign will be shown to representative youth groups, civic and social organizations and a variety of similar conclaves. Results of the market research will be gone over in discussions in New York where the reports will be analyzed on the basis of the reactions of the youth groups. Questions asked of the groups will relate to authenticity, accuracy, appeal and a "want-to-see" index. Another highlight of this film's campaign will be a magazine campaign aimed at the youthful audience and hitting their type of periodical such as Seventeen, Ingenue, Teen, Hit Parader, Song Hits, and the fan mags.

**UNITED ARTISTS** and Beneficial Finance are offering more than \$5,000 in prizes for a national contest in 20 major markets in behalf of "A Hole In The Head." Twenty \$100 Savings Bonds will be offered as first prizes to contestants submitting the most original conclusion to the following sentence in 25 words or less: "I must have had a hole in the head when I . . ." A \$50 and \$25 Savings Bond will be awarded as second and third prizes in each area in addition to other cash prizes and gifts. Beneficial Finance offices in all 20 areas are participating in the local level promotions in advance of key regional openings. Posters, displays and entry blanks are being distributed to these offices and local theatres. UA fieldmen and Beneficial field supervisors are coordinating the promotion in their various areas via theatre lobby and department store display material. The contest will also be featured in all of Beneficial's 1,100 branch offices throughout the country.

**MGM** has set a series of corporate promotions for "North By Northwest." The film will be plugged via TV, radio, magazine, newspaper ads and point-of-sale displays and heralds. Western Union, Mercedes-Benz, Northwest Airlines, U.S. Treasury Department, Stereo-Realist Corporation, Hilton Hotels, and Time-Life's department all join in the campaign. Northwest Airlines is making up campaign cards for their ticket offices across the country; and is placing 50,000 copies of special ticket counter heralds in the seat packs of all their aircraft.

**PARAMOUNT** has arranged with Pyramid Books for an exploitation edition on "That Kind Of Woman." The new book will sell for 35 cents and will have an eight-page photo insert of stills from the film, believed to be a record number of pages of movie photographs used by soft cover book publishers in any single volume. The cover of the book will also focus attention on the picture and its stars with a colorful presentation of a scene from the film.

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the cashier a dark dress with corsage, and the ushers were dressed in dark suits with lapel flowers.

Business was the best for a Wednesday night in several weeks and, of course, we received considerable publicity for the theatre.

Since the print of this picture is part of my personal collection of old time films, we, naturally, had no film rental.

## NUMBER 56

### Get Acquainted Idea

**THEATRE:** Beacon,  
**ADDRESS:** Long Island City, N. Y.  
**MANAGER:** George G. Hattem

We recently reopened after being closed for approximately two months for renovations.

Six thousand free passes were distributed between two neighboring housing projects

which were color coded. The return was very gratifying from the project next to the theatre; but the returns from the project which is approximately seven tenths of a mile away were very disappointing.

Since we were very anxious to bring these people in to acquaint them with the changes that had taken place inside the theatre, we had 14" x 22" easel cards made up "We give free discount passes to the New Beacon Theatre" and had these placed in all the business establishments in this neighborhood. With each merchant we left 500 tickets designed to look like legitimate theatre passes reading: "With the purchase of any merchandise or service from this establishment, this pass will entitle you to a discount at the New Beacon Theatre and is good for two, matinees and evenings, from Monday to Friday."

We found that the merchants were happy to take these cards and distribute the passes since it meant that they were giving something away at no cost to them.



# CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders, and replies to box numbers should be addressed to: Motion Picture Exhibitor, 246 North Clarion St., Phila. 7, Pa. (Help and Situations Wanted advertising not accepted. See "A-Man" CORNER on this page.)

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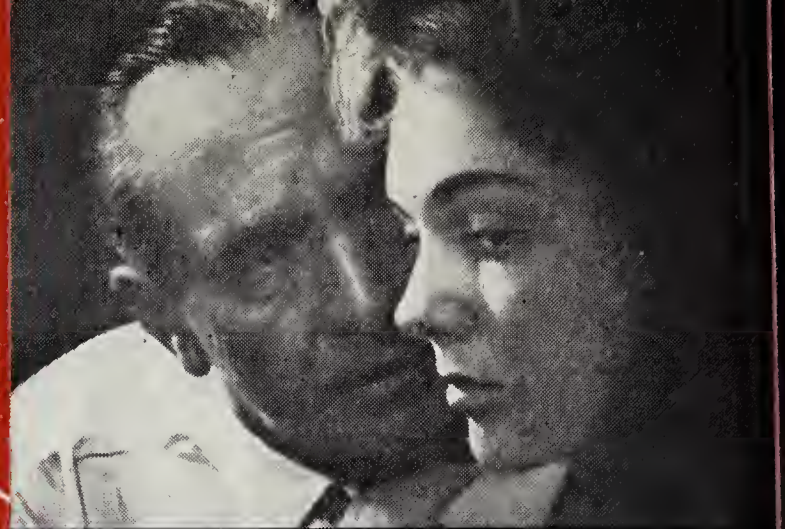
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**SHOWMEN'S  
TRADE REVIEW**

**AUGUST 5, 1959**

**Volume 62**

**Number 13**

IN TWO SECTIONS • THIS IS SECTION ONE

Founded in 1933 by  
**CHARLES E. "Chick" LEWIS**



## **MPA, ACE Study Trade Problems**

(See Page 9)

## **U-I's Daff Urges United Industry**

(See Page 12)

Mrs. Mary Hart, president of the Jacksonville chapter of Women of the Motion Picture Industry, is convention chairman for the WOMPI's national get-together on Sept. 11-13 at the Robert Meyer Hotel.

**featuring: "The Tip-Off" and "How I Would Sell"**





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**OUTGROSSING** "Don't Go Near Water" in Minneapolis —

**TOPPING** the tops in Oklahoma City —

**CLEANING UP** even in small towns like Mankato, Minn. where it's getting sky-high "High Society" grosses —

## THE SUMMER'S NUMBER ONE BLOCKBUSTER!

DON'T MISS THE "SHOWMANALYSIS" OF  
"NORTH BY NORTHWEST" ON PAGE 21

M-G-M presents  
**CARY GRANT**  
**EVA MARIE SAINT**  
**JAMES MASON**  
*in*  
**ALFRED HITCHCOCK'S**  
**NORTH**  
**BY NORTHWEST**

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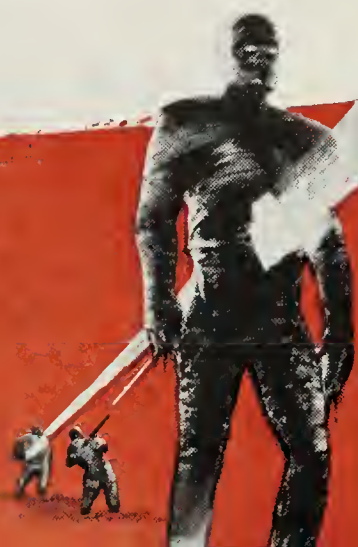
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VOLUME 62 • NO. 13

AUGUST 5, 1959

## "THE TIP-OFF" RETURNS AS A REGULAR SERVICE

BACK IN 1936, when MOTION PICTURE EXHIBITOR first introduced "THE TIP-OFF ON BUSINESS" as a regular informative aid to the nation's showmen, a series of "little men" symbols kept track of the more important features through their first four or six weeks at the nation's boxoffices. Things were very simple then. Pictures had a national release date, a key run, and widening circles of subsequent runs, playing on a regular availability. Definite, down-town presentation theatres were labeled "first-run," and were easy to contact and stay close to.

But times changed! Multiple runs, delayed runs, restricted playoffs, 13-26-52 week runs in small theatres, exclusive runs in only one to three cities in the entire U. S., and a lot of other policies, that destroyed national release and regular availability, became the order of the day. And with these changes the format and working routines of our trusty department, "THE TIP-OFF ON BUSINESS," became outmoded.

So, about two years ago it was withdrawn for "re-tooling." Two individual starts, attempting to conform to modern conditions and to modern needs, were tried, and after spasmodic tests ended in failure. We resolved not to start another without a period of test and a long-term "dry-run" that would guarantee its efficiency and its usefulness. The new service, introduced in this issue, is the result of this resolution.

This completely new and different "THE TIP-OFF ON BUSINESS," while never previously published, has been on the "testing block" since October, 1958. A small group of "guinea pig" exhibitors have been using it each week, have made suggestions and have recommended changes, and have

finally pronounced it to be *the best* in any trade paper. We are grateful to them for their help.

One of our first considerations was the adding of comparative figures drawn from previous grosses at the same theatres. Without comparatives either dollar totals or percentage figures are meaningless. A \$15,000 week at one theatre may be a tremendous gross, while at another it may be less than half the average potential.

Other considerations were the move-over and day-and-date runs under which a first-run actually became a multiple endeavor. And there were many more.

As a wrap-up of months of effort, this initial appearance of "THE TIP-OFF ON BUSINESS" contains the estimated experiences of 47 features in more than 300 first-run engagements. Some of these features are appearing "for the record" only and will soon be dropped. Our objective will be to cover all important shows in their first 10 or 12 engagements in an assortment of cities and towns from coast to coast. If a play-off is inordinately slow, we may drop a particular picture for a time, and return it to the list as more prints start to work in more localities. Comparative averages will be for a three month period, and will usually be no older than three to six months ahead of the estimated engagement.

The objective of "THE TIP-OFF ON BUSINESS" will always be one of service to the theatre subscriber. For this reason, while it is not our habit to solicit reader reaction, we would like to receive any criticisms, suggestions, or recommendations that our theatre subscribers believe would make it the dependable "tool" that they want it to be.

## "HOW I WOULD SELL . . ." STARTS AS A NEW SERVICE

Also in this first issue of August, we are starting what we hope to eventually develop into an every week service. It's title: "HOW I WOULD SELL . . ."

We invite close attention to, and a careful reading of, this first installment devoted to MGM's new Hitchcock thriller "NORTH BY NORTHWEST". It portrays in text the illustrations and skilled analysis and evaluation of a master showman, and tells the considerations and plans that he feels important to a successful engagement of a potential blockbuster. Within a few weeks we hope to publish a similar discourse on some other important picture. And within a month or two we hope to step up the frequency to a minimum of one a week or 50 pictures per year.

A SHOWMANALYSIS, or a penetrating study of all facets of showmanship that might be devoted to any particular picture, was a highly descriptive term made famous, by our associate publication SHOWMEN'S TRADE REVIEW. Through the years such SHOWMANALYSES were prepared by that publication's editorial staff, and were therefore limited

to the thinking of that relatively small group of men. In its new concept it will be our objective to obtain the assistance of a score or more practical theatre or circuit executives, and week by week to gain their individual fresh viewpoints. Just as Baltimore's Jack Fruchtman criticizes and assays the press book, and comes up with some original suggestions of his own, we believe that each succeeding guest author will inject his own views and his own personality into future studies.

In all cases, we will attempt to publish the "HOW I WOULD SELL . . ." SHOWMANALYSIS at about the time of the picture's early dates, and well in advance of any possible dates in the vast majority of theatres. Each will therefore become a handy reference tool and a friendly guide, rather than an historical record of some accomplishment, however successful, that is just too late for practical use.

As such, this is still another theatre executive service that is exclusive with MOTION PICTURE EXHIBITOR— "*the Service Paper of the Motion Picture Industry!*"

We hope you like it! And use it!



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From NEW YORK, N.Y.

I was very much impressed by the job done by Fox on BLUE DENIM in the current issue of MOTION PICTURE EXHIBITOR. This is a real "saturation" effort.

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Chairman of the Board  
Loew's Theatres

From NEW YORK, N.Y.

Both MOTION PICTURE EXHIBITOR and 20th Century-Fox are to be congratulated on the terrific gimmick on BLUE DENIM appearing in the current issue.

ERNEST EMERLING, V.P. in charge  
of Advertising and Publicity  
Loew's Theatres

From DENVER, COL.

The July 22 issue of MOTION PICTURE EXHIBITOR is a full-fledged demonstration of how to sell—aggressively, ingeniously, and resourcefully.

ROBERT W. SELIG, President

Fox Inter-Mountain Amusement Corp.

*EDITORS NOTE: Comment on the blue BLUE DENIM issue has been uniformly good. Showmen generally have a real appreciation for the new and different.*

From SPRINGFIELD, MASS.

Of course we get MOTION PICTURE EXHIBITOR in all of our theatres. The Western Massachusetts Theatres is a holding company now, with the theatre managers leasing the theatres. But it is a fact that the various companies in which I am interested would not be without your trade paper.

Even when I am away in foreign countries, I leave word here at the office to have them remailed to me. Your publication is one that calls a spade a spade.

COL. SAMUEL Z. GOLDSTEIN, USMC, RET.

*EDITORS NOTE: We are pleased and flattered "Col. Sam." to be held in such high regard. Believe us, it is reciprocated with a great deal of friendship and sincerity. May we travel the same road for many and many a year.*

From HIALEAH, FLA.

I am interested in obtaining a listing of all the independent motion picture distributing companies throughout this country. Also a listing of the various independent producers now in production throughout the world. Can you tell me where I might find such information?

ANDY KUEHN, Production Manager  
Bob Lourie Films, Inc.

*EDITOR'S NOTE: That's easy! Our good friends over at the Film Daily, 1501 Broadway, New York, publish the Film Daily Year Book. There is a new one just out, so it should be a fresh list, too!*

From EASTON, MD.

People are still crazy about motion pictures and all you need is good product. The attached picture was taken of the line that was unable to get in for the first show, so they stayed in line until we started selling tickets for the next one. This went on through every show for the full five days that we played the picture, and the constant line stirred up more interest in the town than ever before. We are proud of our little theatre, and as you can see we even had dogs in line.

PHYLLIS YEATMAN, Manager  
Avalon Theatre

*EDITOR'S NOTE: Well, the dog wasn't exactly in line. But it was shaggy. And the people were lined up all right. The picture was a newspaper clipping, so un-useable by us; but we are using the letter.*

# Letters . . .

UNSOLICITED • The letters from readers which appear on this page are not solicited. MOTION PICTURE EXHIBITOR does not suggest questions to readers in order to provide a flow of letters.

## A TIP OF THE HAT TO IRVING MACK . . .

Copies of the letter from Mr. B. K. Billimoria, general manager of theatre operations for Ceylon Theatres, Ltd., Colombo, Ceylon, as published in the July 22 issue, were serviced to each of the three companies mentioned. Promptly, the same day received, Irving Mack, dynamic president of Filmack Corporation in Chicago, airmailed a two page letter to Mr. Billimoria with a carbon to this publication. He freely admitted that air-express or air-mail charges would be high, but specified his company's desire to do business and asked for suggestions on how they might fit into Mr. Billimoria's plans.

This is intelligent handling, and our subscriber in Ceylon has been served. So, a tip of the hat to Irving Mack.

## From HARRISBURG, PA.

Thank you very much for your letter and your views on Senate Bill 373.

I assure you that we have no desire to penalize showmen. However, we are most anxious to help legitimate exhibitors to escape the taint of obscenity which a few unprincipled operators have exploited.

We will certainly keep your thoughts in mind if the bill moves through the House and Senate.

DAVID L. LAWRENCE, Governor  
Commonwealth of Pennsylvania

*EDITORS NOTE: While addressed to Publisher Emanuel, we feel that the above letter, with its assurances to "legitimate exhibitors", has general interest. It will certainly be regrettable, if a zealous effort to police a few transgressors, saddles all exhibitors with back-breaking registration "fees" and time wasting registration "duties".*

## From LOS ANGELES, CAL.

When I went to Europe last summer, in the interest of economy I asked your circulation department to stop sending copies until I got back. For some time now I've been wondering about them, but it just occurred to me that I'm months late in notifying you.

As a LIFE SUBSCRIBER will you please put me back on your subscription files. I would appreciate it very much.

W. RAY JOHNSTON

*EDITOR'S NOTE: We are happy that such a real old-time industry veteran is entitled to copies and wants 'em. Done!*

**TWO . . .**  
**dramatic new depart-**  
**ments start in this issue!**

**WATCH THIS PAGE IN COMING**  
**ISSUES . . . FOR THE COMMENT**  
**OF AN INTERESTED READERSHIP**

## From BROOKLYN, N.Y.

In our efforts to secure the best possible product for our particular patronage, it would be advantageous to obtain a fairly comprehensive listing of all prominent releases for approximately the last five years. If your publication could help us to secure such information, we would be happy to pay.

PAUL D. LEARY, Manager  
The Graham Theatre

*EDITOR'S NOTE: A limited quantity of back issues of the saveable pink REVIEWS sections, all indexed for ready reference by seasons (first of September to last of the following August) are available to subscriber purchase from September, 1954, to date. The cost is 52 cents per season. A special three-ring binder that will hold two full seasons is available at \$1.25 each.*

## From FLINT, MICH.

Is there any way that a "list" of movies that have been shown on TV could be published monthly, quarterly, semi-annually, or annually? Without being too costly, that is!

In the booking of our theatres (which I do not do, personally) I have had to reject seven or eight films this past year, because I had personally seen them or part of them on TV.

I still like MOTION PICTURE EXHIBITOR as the all-around BEST trade paper.

RICHARD J. HALLWOOD, Manager  
Rialto Theatre

*EDITOR'S NOTE: As you may be aware, MOTION PICTURE EXHIBITOR was the one trade weekly that did publish such semi-annual lists through the early days of old movies going to TV. But, when all of the pre-1949 product was sold, the number on TV was much greater than those not on, so we quit. It is safe to say that all pre-1949 pictures are suspect, and the preparation and publication of any such list would be costly. And thanks for the kind words!*

## From BURGETTSTOWN, PA.

I seem to go to MOTION PICTURE EXHIBITOR more and more but you do seem to have the answers for my every question.

Could you please tell me how to locate Colorama Features, that I understand is headed by Messrs. Weill and Puciate?

Also, I have made arrangements to discuss "EMBEZZLED HEAVEN" which I know comes very highly recommended but for some reason hasn't done much business. Do you know anything about this picture?

DONALD D. MUNGELLO  
Tri State DriveIn Theatre

*EDITOR'S NOTE: Colorama has offices in the Paramount Building, 1501 Broadway, New York. From all reports "EMBEZZLED HEAVEN" is a fine picture, and we hear it did a little business up in Boston where it got help from Cardinal Cushing. With its views of the Vatican, and with its story line, it would seem to merit Catholic support, but in many areas the anti-movie feeling that the hierarchy seems to nurture prevents even a kind word, let alone active help.*



# NEWS CAPSULES

## Fox West Coast Changes

LOS ANGELES—Fay S. Reeder, Fox West Coast Theatres' ad-publicity head, last week announced a realignment of assignments in his department.

Dean Hyskell, whose duties have included editing the company's National Theatres publication, Showman, for over 20 years, is being shifted to concentrate on Los Angeles exclusive first-run ad campaigns.

Paul Lyday, manager, Denver, who has also handled ad-publicity campaigns for the Fox Intermountain Theatres, is being transferred to Los Angeles to assume the editorship of Showman magazine.

Continuing in their present positions in the department will be Pete Latsis, ad-publicity assistant, and Abe Sonosky, directory advertising.

## No New Industry Laws In Ohio

COLUMBUS, O.—The State Legislature adjourned the 1959 session without voting on several film censorship and film regulation proposals. None of the bills got out of committee. It is considered likely that similar legislation will be introduced during the next session, scheduled to begin January, 1961.



## BROADWAY GROSSES

### "Denim" In Big Bow

NEW YORK—Openings did very good business, while most of the Broadway spots held up well over the week-end.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the break-down was as follows:

**"HOLIDAY FOR LOVERS"** (20th-Fox). Paramount (\$39,453)\*—The second week was claimed at \$23,000.

**"THE NUN'S STORY"** (Warners). Radio City Music Hall (\$147,610)—Thursday through Sunday accounted for \$78,000 with the seventh and last week sure of \$130,000. Stage show.

**"THE BIG CIRCUS"** (AA). Roxy (\$55,405)—Friday through Sunday was reported as \$30,000, with the third week anticipated at \$54,000. Stage show.

**"THE LAST TRAIN FROM GUN HILL"** (Paramount). Capitol (\$33,350)—First week bound to top \$40,000.

**"BLUE DENIM"** (20th-Fox). Victoria (\$22,900)—Opening week estimated at \$40,000.

**"THE HORSE SOLDIERS"** (UA). Astor (\$25,630)—The sixth week dipped to \$19,000.

**"ANATOMY OF A MURDER"** (Columbia). Criterion announced the fifth week as \$35,000.

**"MIDDLE OF THE NIGHT"** (Columbia). Forum did \$11,500 on the seventh week.

**"A HOLE IN THE HEAD"** (UA). Loew's State garnered \$50,000 on the third week.

**"DIARY OF ANNE FRANK"** (20th-Fox). RKO Palace reported \$12,000 for the fifth week of continuous showings and the 20th week of the engagement.

\*Figures in parentheses represent 1958 averages as compiled by MOTION PICTURE EXHIBITOR.

## A Quick Summary of All Important Industry News Condensed for the Busy Executive.

**FORMS FOR THIS PAGE CLOSED AT 2 P.M. ON MON., AUG. 3**

## New Ruling Issued On S.C. "Blue Laws"

SPARTANBURG, S.C.—State Attorney General Dan McLeod last week issued a new ruling on the state's blue laws.

"Magistrates in jury cases involving blue law violations may not let juries decide whether the alleged offenses under consideration come under the blue laws," he declared.

The Attorney General made it clear in his new ruling that: "Magistrates are judges under South Carolina law and the State Constitution provides that judges shall instruct juries in the law, allowing juries to decide only matters of fact. If the magistrate considers that Sunday movies, or any other questioned activity, is not within the scope of the blue laws, he should direct a verdict of acquittal for the defendant."

"Except under certain conditions and in certain cities and counties . . . specifically referred to in the statutes, Sunday movies are in violation of the law. Sunday movies generally may be shown in Richland, Kershaw and Charleston Counties, in the cities of Darlington and Florence, and in incorporated beach resorts during certain hours."

## Rank, U In New Deal

NEW YORK—It was learned last week that the long existing distribution deal between Universal Pictures and the Rank Organization has been renegotiated. As a result, U no longer has first call on Rank pictures for American distribution, and Rank is free to make any arrangement it desires for release of its product in the U.S.

Rank, however, through his British distributing company, will continue to distribute Universal product in the United Kingdom.

With the foldup of Rank Film Distributors of America, Inc., Rank films then in release and awaiting release were acquired by Lopert.

Universal, however, recently acquired Rank's "Sapphire" for the U.S. market.

## SON AND SON



Tim Zinnemann, left, son of director Fred Zinnemann; and Jeb Schary, son of writer-producer Dore Schary, are serving on the apprentice staff this season at the Westport, Conn., Country Playhouse.

## Kirtley Now Heads NAVA

CHICAGO — William G. Kirtley, president of D. T. Davis Company of Louisville, was installed as president of the National Audio-Visual Association by outgoing president P. H. Jaffarian, last week at the NAVA annual convention.

## Art Hassle Clarified

PHILADELPHIA—It was denied last week that the local Art Overbrook, operated by Herman Weiner and associates, has any connection or is associated in any way with the Robert B. Fisher interests recently enjoined from exhibition or distribution of certain Charles Chaplin films due to copyright infringements.



## FILM FAMILY ALBUM

### Births

Leonard Sampson, Nutmeg Theatre Circuit partner, became the proud father of a baby girl. The little girl has a brother and a sister.

### Obituaries

Ralph M. Cohn, 45, vice-president, Columbia Pictures Corporation, and head of the company's television subsidiary, Screen Gems, died last week at his home in Pound Ridge, N.Y. He spent 13 years in Hollywood as a motion picture producer before returning to his New York home to establish Pioneer Telefilms, which produced filmed commercials for TV for two years. In 1949, Columbia took over Pioneer and renamed it Screen Gems. He is survived by his wife, the former Doris Huffam; his mother; a daughter, Jan; and a brother, Robert Cohn.

Lionel G. Edel, a half brother of Robert M. Rosenthal, former manager, Strand and Ritz, Albany, N.Y., and a nephew of Moe Mark, pioneer operator of motion picture houses in New York, Albany and elsewhere, died in Albany. He was the son of the late Mrs. Rosa Rosenthal, a sister of Mark, and a long-time resident of Albany. His widow, a stepdaughter, and a half brother survive.

Louis E. Hammond, 73, a pioneer projectionist associated with Thomas Edison back in 1912, who went with Warner Brothers in their Brooklyn, N.Y., studies in 1916 and later worked as a projectionist with other motion picture companies and in theatres, died last fortnight at his Tulip Avenue home. He is survived by his wife, a daughter, and four grandchildren.

Lucius P. Head, 59, for the past 25 years associated with the Fred McLendon Theatre Circuit in Alabama and Florida as a manager, died at his home in Union Springs, Ala. He is survived by his wife, a son, two sisters, and a brother.

Jesse Gordon Wellons, 56, Fayetteville, N.C., a pioneer in the drive-in business whose interests included the Mid-Way Drive-In, Fayetteville, and a drive-in at Spring Lake, N.C., died.

Jacob N. Wolfberg, 68, who was one of Chicago's first projectionists, died leaving his wife, two daughters, a son, five sisters, and a brother. He retired in 1947 after having served as chairman of the board of trustees of the projectionists' union.



# Distribs, Exhibs Tackle Problems

## ACE, MPA Reps Discuss Product Flow, Plight Of Small Theatre, Research, Advertising At Meeting

NEW YORK—Representatives of exhibition, distribution, and the Motion Picture Association met last week in a long-awaited session devoted to problems affecting all facets of the industry.

On the agenda were four subjects, including exhibition's plea for more product: the plight of the small exhibitor and the means to help him; advertising; and research.

Three subcommittees are to be formed this week to study the first three subjects, and representatives of the American Congress of Exhibitors will meet with the Council of Motion Picture Organizations on Aug. 5 on the subject of research. They will report back to the full committee on Aug. 25, at which time the other three subcommittees also will report to the assembled representatives of all phases of the industry.

Eric Johnston, MPAA president, called the session "historic" in that all exhibitors in the U.S. were being represented for the first time in such a meeting through their ACE representatives. What followed was described by Johnston as a harmonious meeting for the constructive purpose of finding means to improve business on all levels. He stressed the cooperative attitude of all representatives and his pleasure at the fact that problems of the entire industry were considered rather than those of one segment. Si Fabian, heading the ACE delegation agreed that the session was a constructive one.

The question of motion pictures on TV was brought up, but postponed.

Present from distribution were Barney Balaban, Paramount; Arthur Krim, United Artists; Abe Montague and A. Schneider, Columbia; Joseph Vogel, MGM; and George Weltner, Paramount. Johnston represented MPA.

Participating for ACE were Fabian, George Kerasotes, Albert M. Pickus, Horace Adams, Irving Dollinger, Sol Schwartz, and Max A. Cohen.

## Rosenfield-Carreras Confer

LONDON—Jonas Rosenfield, Jr., executive in charge of advertising, exploitation and publicity for Columbia Pictures, who is currently in London for discussions with independent producers and Columbia executives in this country, conferred with James Carreras and Michael Carreras on the four major pictures which their Hammer Films will deliver to Columbia during the next six months—"Yesterday's Enemy," "The Strangers of Bombay," "Never Take Candy From a Stranger" and "The Two Faces of Dr. Jekyll."

"Following my meetings with James and Michael Carreras," Rosenfield said, "and going over their plans for their upcoming program, I must say that Hammer Films is a most appropriate name for their production company, as each of Hammer's films is really a sledgemoor of showmanship."

## Montana Meet Sept. 29-30

LIVINGSTON, MONT. — President Finus L. Lewis announced last fortnight that the semi-annual conference and convention of the Montana Theatre Association will be held at the Placer Hotel, Helena, on Sept. 29-30.

## Five RKO Houses Sold; Leased Back To a Subsidiary

NEW YORK—It was confirmed last week by RKO Theatres, a subsidiary of Glen Alden Corporation, that a sale of five properties and a lease-back to an RKO subsidiary of five theatres has been consummated. Involved are the Albee, Flushing, Madison, Fordham and 86th Street theatres, which will continue to be managed and operated by the RKO Circuit under a 20 year lease.

The real estate investing group acquiring these properties is headed by Milton Kestenberg and the brokers in the transaction are Ralph Roberts and Max Weinstein.

## UA's Nathanson Promoted

NEW YORK—Morton Nathanson has been named United Artists director of International advertising and publicity, it was announced last week by Arnold M. Picker, vice president in charge of foreign distribution, and Roger H. Lewis, vice president in charge of advertising, publicity and exploitation.



NATHANSON

Nathanson's promotion to the newly-created post is in line with the company's program of unifying domestic and foreign merchandising. In his supervision of global campaign planning, Nathanson will headquarter in New York, although his duties will take him to various quarters of the globe. He will also supervise domestic publicity.

Prior to joining United Artists as publicity manager in 1952, Nathanson held a wide variety of promotional posts in the motion picture business and the legitimate theatre.

## Yates Out Of Republic

NEW YORK—Victor M. Carter, president, Republic Pictures, was elected to succeed Herbert J. Yates as chairman of the board, last week. Yates recently resigned as chairman and a director.

Following the meeting at which Yates' resignation was accepted, Carter announced the election to the board of Sidney M. Davis, New York attorney, and Patrick J. Frawley, Jr., president of Eversharp, Inc. Carter recently became Republic's largest single stockholder with purchase of controlling stock from Yates and his associates in May.

## Davies Named Chairman

HOLLYWOOD—Valentine Davies has been unanimously selected by the Board of Governors to repeat as Awards Program Committee Chairman for the 32nd Annual "Oscar" Presentations, it was announced by B. B. Kahane, Academy president.

Davies, first vice president of the Academy during 1958-59, held the Awards Chairman post the last two years and was producer of the 29th Academy Awards Presentations Show in 1957. He will have over-all responsibility for next year's Awards program, Kahane said.

## Warner Bros. Profit Swelled By Ranch Sale

HOLLYWOOD—Warner Bros. Pictures, Inc. and subsidiary companies report for the nine months ending May 30, 1959 a net profit of \$13,749,000 including \$6,500,000 net profit on the sale of its ranch in the San Fernando Valley, California.

For the corresponding period last year the company reported a net loss of \$2,684,000 after a special provision of \$2,500,000 for estimated loss on advances to independent producers.

The net profit for the nine months ending May 30, 1959 is equivalent to \$8.67 per share, of which \$4.10 per share represents profit on the sale of the company's ranch, on the 1,585,196 shares of common stock outstanding at that date after deducting 897,051 shares held in treasury.

Film rentals including television, sales, etc. amounted to \$62,084,000, dividends from foreign subsidiaries not consolidated were \$1,126,000 and profit on sales of capital assets other than the company's ranch was \$797,000 for the nine months ending May 30, 1959 as compared with \$48,038,000, \$1,204,000 and \$833,000 respectively for the nine months ending May 31, 1958.

In May 1959, the outstanding bank loan of \$2,000,000 under the three year bank credit agreement dated August 15, 1956 was repaid. The agreement was terminated in June 1959.

Net current assets at May 30, 1959 were \$42,496,000 (including \$21,451,000 cash and U. S. Government securities) and debt maturing after one year was \$4,715,000, compared with \$33,043,000 (including \$10,972,000 cash) and \$4,879,000 respectively at February 28, 1959.

## RKO Protests Attorney

NEW YORK — A move to disqualify Ross R. Hastings as attorney for the plaintiff in the suit brought by King Brothers Productions against RKO Teleradio, General Tire and several individuals has been made by RKO. The motion to suspend litigation pending a hearing on the move was signed last week by Federal Court Judge Edmund L. Palmieri.

RKO claims Hastings had represented RKO in other matters and should be disqualified in an action against the company. Originally filed in Los Angeles in November, 1958, the King Brothers suit was transferred to New York on motion of the defendants. Involved are three productions, "Carnival Story," "Drums In The Deep South" and "The Brave One"—made for RKO, but assigned to Universal when RKO suspended distribution operations. King Brothers seeks \$2 million on each of three counts.

## Krim Honored By Israeli Group

NEW YORK—Arthur B. Krim, president, United Artists Corporation, will be awarded the Founders' Plaque of the American-Israel Chamber of Commerce and Industry today (August 5).

Krim was cited by the American-Israel group for his efforts and enthusiastic support in promoting the economic relations between the two countries. The presentation will be made by Nathan Straus, III, president, American-Israel Chamber of Commerce and Industry.



# ANATO

# BLOCK

## CHECK EVERY SITUATION

DETROIT .....	United Artists
BLOOMINGTON, ILL. ....	Irwin
MEMPHIS .....	Warner
GRAND RAPIDS .....	Majestic
PROVIDENCE .....	Elmwood
MUSKEGON .....	Regent
JACKSON, MICH. ....	Michigan
KALAMAZOO .....	State
FLINT .....	Capitol
BATTLE CREEK .....	Bijou
JAMESTOWN, N.Y. ....	Shea
PORT HURON, MICH. ....	Desmond
ANN ARBOR, MICH. ....	Michigan

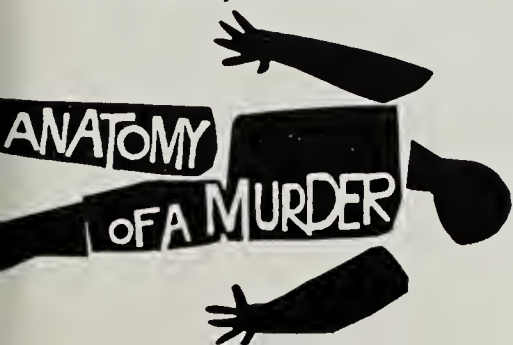
BAKERSFIELD .....	Fox
AURORA, ILL. ....	Isle
BRIDGEPORT .....	Hiway and Beverly
MIAMI .....	Miami
MIAMI BEACH .....	Carib
CORAL GABLES .....	Miracle
FT. LAUDERDALE .....	Gateway
HARTFORD .....	E. M. Loew
SALT LAKE CITY .....	Uptown
DECATUR, ILL. ....	Avon
SAGINAW .....	Temple
BOSTON .....	Gary
LANSING .....	Gladmere



# MY...A USTER! AND ALL THE REVIEWS!

LOUISVILLE, KY. .... State  
WASHINGTON, D. C. .... Trans-Lux  
ATLANTIC CITY .... Beach  
MILWAUKEE .... Warner  
CHICAGO .... Woods  
LOS ANGELES .... Warner Beverly  
NEW YORK .... Criterion & Plaza  
HAMPTON BEACH, N. H. .... Surf  
LAKE GENEVA, WISC. .... Geneva  
TYNESBORO (Lowell), MASS. Drive-In  
NO. CHELMSFORD (Lowell) .. Drive-In  
PORTLAND, MAINE .... Strand  
DENNIS, MASS. .... Cape Cinema

LAS VEGAS .... Fremont  
BAY CITY, MICH. .... Washington  
OKLAHOMA CITY .... Center  
SEATTLE .... 5th Avenue  
WATERBURY, CONN. .... State  
MISSOULA, MONT. .... Fox  
CLEVELAND .... Allen  
NEW HAVEN .... Poli-Loew  
STREATOR, ILL. .... Granada  
SANTA BARBARA .... Granada  
BUFFALO .... Century  
DANVILLE, ILL. .... Times  
CINCINNATI ... Keith & Twin Drive-In



An Otto Preminger Production For Columbia Release



# Banding Of World's Film Industries For Global Drive Proposed By Daff

HOLLYWOOD—The banding together of the world's film industries for purposes of campaigning for the common good has been proposed by Alfred E. Daff, president of Universal-International Films, recently returned from his 40th world tour. Specifically, Daff mentioned a global campaign for tax relief and claimed that there is no such thing as an American, German or French film industry any more, but only one big world-wide industry.

Daff also claimed that the American arm of this industry was doing itself much harm by over-indulgence in self-criticism which is fully reported in the world press and damaging to Yankee prestige. Production figures, Academy squabbles and other bones of recent contention go far in breaking down foreign countries' dependence on the United States for the principal supply of product, Daff said.

Daff claimed that taxation is the biggest world-wide problem the industry faces.

"I see no reason why the heads of industry in all countries couldn't work together in a common campaign to present their case to all the governments. I don't mean a one-shot, flash-in-the-pan campaign, but a sustained, consistent drive to make clear to governments everywhere the special nature and needs of the film industry. The problem is universal, differing only in degree in the different areas and a campaign universally conducted could be successful in obtaining tax relief.

Daff said that the world still regards the United States as the number one source of product supply, but has begun to do some looking about for strong secondary product from other sources on account of the disturbing disparity between widely circulated reports on the number of pictures American producers are going to make in 1959. Reports circulated abroad have varied from 180 to 266 pictures, Daff reported, with the results that exhibitors have begun to look for production against a product scarcity. Contributing to the growing apprehension about product supply is the emphasis on big, costly pictures, Daff stated, because with the increase of top-budgeted films there has been a decrease of bottom-of-the-bill product from the U. S. Moving in to supply that need are France, and Italy, principally, with Germany making plans to enter the movement.

## AB-PT Net Up

NEW YORK—Estimated net operating profit of American Broadcasting-Paramount Theatres, Inc. for the first six months of 1959 was 28% higher than the like period of 1958, reflecting improvement both for the ABC broadcasting and theatre divisions of the Company, Leonard H. Goldenson, president, reported last week. Net operating profit for the six months was \$3,886,000 or 90¢ a share compared with \$3,042,000 or 70¢ a share for the same period of last year.

Estimated net operating profit for the second quarter of 1959 rose to \$1,573,000 or 36¢ a share from \$1,118,000 or 27¢ a share, a 32% increase over the like quarter of 1958.

The theatre division had its best second quarter since 1955 and more than made up what it had been behind in the first quarter to show overall six months improvement over last year, Goldenson said.

## Free Hospital Service Set For Show Business Writers

NEW YORK—An announcement of the Will Rogers Memorial Hospital's plan to give free service to newspaper and magazine writers covering show business forms the text of the current COMPO advertisement in Editor and Publisher.

Signed by Abe Montague, president of the hospital, and Robert J. O'Donnell, chairman of the board of directors, the announcement gives the details of the offer of free treatment for newspaper and magazine writers and their families which was voted by the hospital's board of directors June 27 at Saranac Lake, N. Y. At the bottom of the announcement the advertisement carries the line, "This space donated by the Council of Motion Picture Organizations, Inc."

## UA Sales Drive Honors Velde

NEW YORK—United Artists is launching a 23-week billing, collections and playdate drive honoring James R. Velde, its newly-elected Vice President in charge of domestic sales.

The sales campaign, the most intensive in UA's 40-year history, will be co-captained by vice presidents William J. Heineman and Max E. Youngstein. The drive gets underway this month.

More than \$60,000 in cash prizes will be awarded to the 33 competing branches in the U.S. and Canadian territories. Exchanges will be aligned in three major groups.

The Jim Velde Drive will be run in three individual laps capped by a final stretch period. The first lap of five weeks ends August 29th. The second lap of five weeks ends October 3rd. Third lap of six weeks ends November 14th and the final stretch period of seven weeks ends January 2nd.

Substantial cash prizes will go to the first three winners in each division for each of three laps. Grand prizes will be awarded to the three winners in the overall standings at the conclusion of the drive. Division and district prizes will also be awarded.

The billing, collections and playdate campaign involves the greatest concentration of outstanding product ever distributed by United Artists. A top budget advertising, publicity and exploitation program will back the features figuring in the salute to the new vice president.

Velde was elected vice president in charge of domestic sales on July 23 after serving as UA general sales manager since February, 1956. He formerly served as Western division manager after heading UA's West Coast district.

## Babb Exploiteer For MCP

HOLLYWOOD—As part of an over-all expansion plan, MCP Film Distributing Company has named Kroger Babb, veteran showman, exploitation man and producer, as director of advertising and exploitation, it was announced by Michael Miller, MCP executive vice-president.

Babb will headquarter in MCP's Hollywood office.

## Columbia Acquires Salt Lake TV-Radio

NEW YORK—A. Schneider, president of Columbia Pictures Corporation, announced last week that the company had acquired full ownership of Intermountain Broadcasting and Television Corporation, operator of television station KTVT and radio stations KDYL-AM and FM, National Broadcasting Company affiliates in Salt Lake City, from TLF Broadcasters, a wholly-owned subsidiary of Time, Inc.

Acquisition of the stations is subject to Federal Communications Commission approval.

Schneider stated that the purchases were another step in Columbia's long-range diversification program designed to bring every aspect of the entertainment industry under one corporate roof.

The negotiations for the transfer of ownership of the stations were carried out by Weston C. Pullen, Jr., vice-president—broadcasting operations for Time, Inc., and Norman Louvau, general manager of station operations for Columbia.

Schneider commented that the Columbia organization would maintain the highest standards in operating the Salt Lake City stations and would endeavor to constantly improve and expand the stations' service throughout the listening and viewing areas.

A subsidiary company of Columbia Pictures Corp. will be formed to handle the newly acquired interests.

## AIP Moves Offices to Studio

HOLLYWOOD—American International Pictures is moving to its new general office building on the Amco Studios lot from its present leased offices at 8255 Sunset Boulevard, it was announced by James H. Nicholson and Samuel Z. Arkoff last week.

The new AIP offices at Amco Studios will house all departments of production, distribution, and administration, as well as American International Records.

All future domestically produced AIP features will be shot at Amco instead of on other lots as heretofore. In addition to using Amco for its own production, AIP also will continue to rent space and production facilities to other theatrical and commercial film producers.

## 20th-Fox Team in Action

NEW YORK—"The Blue Angel's" merchandising team has begun to outline promotion plans for the film to top theatre executives in special sessions. One of the sessions, for Edward Hyman, AB-PT vice-president, will be open to trade press representatives.

Heading the team is Rodney Bush, 20th Fox exploitation director, and Abe Goodman, advertising director. Included are Eddie Solomon, exploitation manager; Martin Michel, director of 20th Fox radio and TV; Christy Wilbert, vice president of the Charles Schlaifer Agency; Bert Lange, marketing services manager for Life magazine; and Bob Seamon, director of motion picture advertising for Look magazine.

## Censors Restore "Love" Cuts

NEW YORK—Three cuts made by the New York State motion picture censor board in Brigitte Bardot's "Love Is My Profession" have been restored. The cuts, made four months ago in the Kingsley International release, were restored when the film was re-submitted to the New York censor authority.



## Kodak First Half Sales And Earnings Up

ROCHESTER, N.Y.—First-half sales and earnings of the Eastman Kodak Company were substantially higher than a year ago and were the best the company has had for any corresponding period, it was reported last fortnight by Thomas J. Hargrave, chairman, and Albert K. Chapman, president.

Consolidated sales of the company's establishments in the United States for the first half (24 weeks ended June 14) were \$400,786,235, about 13 percent more than sales of \$353,621,635 for the similar period of 1958.

Net earnings were \$52,720,909, about 41 percent higher than the \$37,330,269 reported for the 1958 first half. A year ago the effects of the recession in general business and various special factors had resulted in a 7 percent drop in earnings from the 1957 first half.

First-half earnings for 1959 equaled \$1.36 per common share on the 38,382,246 shares now outstanding. On the same comparative basis, net earnings for 1958 were about \$.96 per share. (A year ago earnings equal to \$1.93 per common share were reported on the 19,191,123 common shares then outstanding. A one-for-one stock distribution made in April, 1959, increased the outstanding common shares from 19,191,123 to 38,382,246.)

Net earnings were 13.2 percent of sales this year, compared with 10.6 percent a year ago.

Pre-tax earnings were \$112,220,909, about 45 percent more than the \$77,330,269 for the 1958 first-half. The provision for income taxes amounted to \$59,500,000 against \$40,000,000 a year ago.

For the second quarter of 1959, total sales were \$210,985,259 about 11.5 percent higher than for the corresponding period last year. Net earnings for the quarter were \$29,888,489, about 33 percent more than a year ago, according to the report.

Cash dividends declared on the common stock in the first half were \$.74 a share. A year ago dividends per common share were equivalent to \$.65 on the currently outstanding number of shares.

A second quarter dividend of \$.90 was declared for former owners of the old preferred stock who exchanged their shares on a 2-for-1 basis for new preferred stock under a capital reorganization plan approved by the shareholders at the annual meeting in April. A total of 53,249 shares of the old preferred issue was exchanged for 106,498 shares of the new. The company is in the process of retiring the remaining 8,408 shares of old preferred stock for \$180 per share, plus \$.86 in dividends accrued through the May 22 retirement date, payable in cash upon receipt of the old stock certificates.

Total cash dividends declared on the company's preferred and common shares in the first half of 1959 amounted to \$28.6 million, about 14 percent more than a year ago. The balance of net earnings after dividends, totaling \$24.1 million, was retained for use in the business.

## New Florida Studio Set

MONTREAL—Cinema City Inc., Miami, Florida, financed by Canadian gas interests of Montreal, has purchased 1210 acres of real estate to be developed into motion picture and television studios, it was announced last week by Edward Di Resta, president of the corporation.

Construction will start in the Fall on the main sound-stage of the company's multipurpose film plant according to Di Resta.

# Head Of Canadian TOA Disputes Claims Made By Pay-TV Exponent

MONTREAL—Joseph Strauss, president of TOA of Canada, today took sharp issue with H. A. Taylor, president of Twinex Century Theatres, of Toronto, for his statement that the pending test of Pay-TV in Etobicoke this Fall will be helpful to motion picture theatres.

Noting that Taylor has affiliations in some of his theatres with Famous Players of Canada, the Paramount Pictures subsidiary already committed to conduct the Cable-TV tests, Strauss declared:

"This is another instance of a Paramount spokesman again sounding off on Pay-TV in generalities, and without giving specifics.

"I would ask Mr. Taylor," Strauss said, "how the showing of motion pictures by television in the home can help a motion picture theatre. The only thing it could do—if it were successful, which past experience indicates it will not be—is to put the theatre out of business. If shutting a theatre is the way to help a theatre, I don't want any part of it. I agree that diversification is good for any business, but diversification these Pay-TV proponents suggest is a type that says in effect, 'You'd better join us, because we are going to put you out of business'.

"One can only assume from the statements of Taylor and other Pay-TV proponents, that they are ready to write off their theatres for the profit mirage they think they see in Pay-TV. This is anathema to a veteran theatreman such as myself.

"The arguments Taylor uses to try and say Pay-TV will help the theatreman by giving him a new horizon, comes from the

same wool that Pay-TV proponents have been trying to pull over the eyes of the United States Congress and public for seven years. The fact that no Pay-TV exists in the United States indicates the American Congress and public are aware that Pay-TV will give them nothing that they do not now get for free.

"The Canadian public is no less formidable than the public of the United States, and will not be taken in by 'pie in the sky' claims. I feel quite certain that as the Canadian people become aware of the cost implications of Pay-TV, they will place Etobicoke in the company of Palm Springs and Bartlesville, where American Pay-TV experiments proved a dismal economic failure.

"And no one," he continued, "has yet told us where all these first run pictures and cultural programming that Coin-in-the-Box advocates have been citing, are going to come from."

He said he would also take issue with Taylor's claim that Telemeter is the only system which has invited exhibitors to participate as partners or franchise holders in Pay-TV.

"There has been a lot of loose talk about this," he said, "but I have yet to hear of a taker. The only way Paramount is able to test its system is to go outside the United States—where the public has definitely said 'no' for a test—and launch it in Canada by making one of its subsidiary theatre companies a guinea pig franchise holder." The battle roars on.

## Southern Houses Join TOA

NEW YORK—Several theatres in Louisiana and South Carolina have enrolled in the Theatre Owners of America, TOA's New York headquarters disclosed last week.

Mrs. W. R. Page and John Luster, owners of the Page Amusement Company, Natchitoches, La., enrolled their Vernon Theatre and Pines Drive-In in Leesville, La., and their Sabine Theatre in Many, La.

G. Frank Lundy, Denmark, S. C., joined with his Dane Theatre of that City.



Producer-director William Castle, right, looks over a Percepto unit, one of many gimmicks used in showing his latest film for Columbia release, "The Tingler." The device which gives a "tingling" sensation was demonstrated at the Columbia home office screening room, and also shown here are William Brennan, left, Columbia's eastern supervisor of technical operations; and Milt Rice, technical director for Castle.

## "The Tingler" To Really Tingle

NEW YORK—Producer William Castle's latest gimmick was unveiled at a recent preview of "The Tingler," a Columbia Pictures release that will feature "Percepto." "Percepto" will be keyed to screen action—which will include some silent screen sequences—and to theatre action, i.e. a fainting girl, provided by the theatre. "Percepto" is a small motor normally used to cool aircraft radar. It will be used to chill patrons in those seats equipped with the motors.

The gimmick costs \$1,000 a unit of 100 motors to manufacture. Cost, if any, to theatres is not set yet. About 10-20 percent of house seats will be wired by technician Milt Rice's crew. Columbia added its liability policy which covers all contingencies.

## Melville Moves To U-I Lot

HOLLYWOOD—Melville Productions, Inc., in which Gregory Peck and Sy Bartlett are associated, this week moves its headquarters to Universal-International from Goldwyn Studios where they have been for the past two years.

Melville Productions and Universal-International have just concluded a deal under which Melville will produce for Universal release two photoplays after Peck's current Fox assignment.

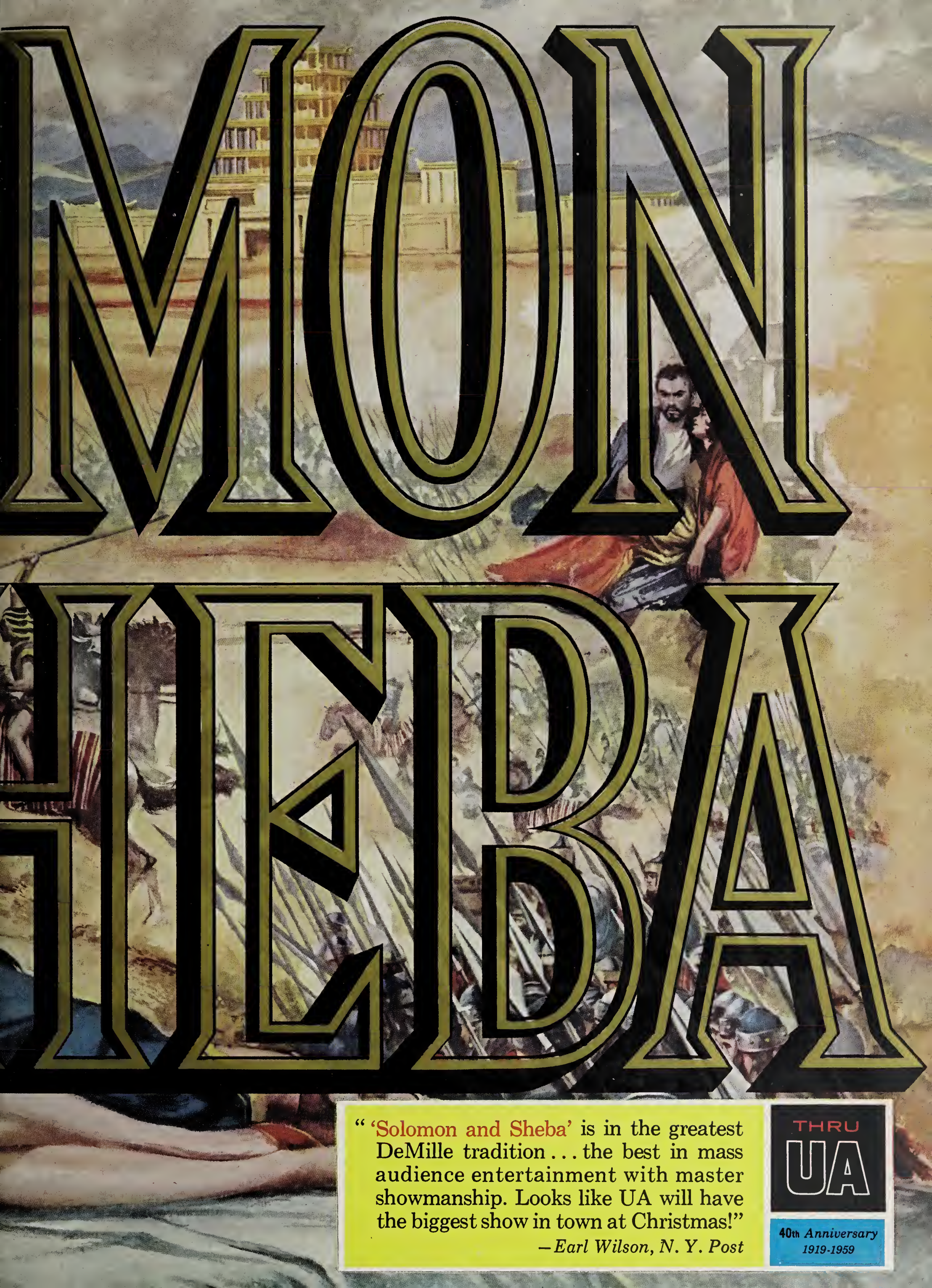
## SW Declares Dividend

NEW YORK—The Board of Directors of Stanley Warner Corporation has declared a dividend of 30¢ per share on the common stock payable August 25th to stockholders of record August 10th.









# SOL AND SHEBA

“‘Solomon and Sheba’ is in the greatest DeMille tradition . . . the best in mass audience entertainment with master showmanship. Looks like UA will have the biggest show in town at Christmas!”

—Earl Wilson, N. Y. Post

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## CANADIAN Highlights

By Harry Allen, Jr.

THE BATTLE over Pay-TV will wait until Telemeter actually gets rolling, probably some time in the fall. Theatre Owners of America, the large U.S.A. exhibitors association, has been putting in its opposition through the Theatre Owners Association of Quebec. The latter is headed by J. H. Strauss, Montreal exhibitor. There is no legislation that can be used by the organizations to fight Telemeter in Canada making it necessary to secure government permission before going ahead with TV by wire. Telemeter doesn't use the air waves

so that neither the Canadian Broadcasting Corporation or the Broad of Broadcast Governors can interfere.

John J. Fitzgibbons, president, of Famous Players, parent company of Trans Canada Telemeter, sees it helping theatres get better product because of the money producers would get through it. It would reach out to the stay-at-homes, usually swelled by the bad weather. Since movie theatres never get more than 15 per cent of the potential audience even in prosperous times, there is a large home audience, part of which can spell success.

In 1956 the Motion Picture Theatres Association of Ontario and Quebec Allied Theatrical Industries, in which Famous Players and FP affiliates held membership along with independents, protested against the medium to the Fowler Commission, as did the TOAQ. They have not withdrawn their opposition, but they are opening their stand against it once again.

Interest in Telemeter is high, according to company officials. Radio station owners have shown interest in it. There are many communities without TV because there is no channel available due to international regulations. Telemeter will give such communities their TV stations.

REEL CLIPS: Chris Salmon, executive vice-president and treasurer, Oden Theatres (Canada) Ltd., has been named president of Rank Records of America. Salmon is at home office in Toronto. . . . The British firm of Booker Brothers, McConnell and Co., of London, has purchased an interest in Taylor, Pearson and Carson (Canada) Ltd., of Edmonton. Latter firm is a wholesaler of car parts and electrical appliances, as well as radio and TV station interests. Amount of money involved is \$7,500,000. The deal will give the British company 25 per cent of TPC's radio and TV holdings. The company has interests in seven radio stations, and three TV stations, as well as an interest in a recording company. . . . Joe Brown, who started in the industry in 1953 as a reviser with MGM, has been appointed United Artists salesman in Winnipeg, according to an announcement by Abe Feinstein, manager. Brown, who succeeded Mort Greenberg, was booker after being shorts booker with Warners. Greenberg resigned to go into another business. . . . Phyllis Clark, of Artkino of Canada, will be a guest at the Moscow film Festival August 3-17 in which the National Film Board has entered two subjects. . . . Jim Muir is now chief of the Promotion Division of the National Film Board, while Tom Johnsten continues as head of the Information Division. Johnsten's duties had combined both . . . Raymond Lux Theatre Ltd. has been incorporated in Ontario by Ray L. Lux, Toronto; H. H. Quinn, Oakville; and B. E. Abels, Etobicoke, to operate the Lux, Toronto and other theatres. . . . The Stratford Shakespearean Festival has grossed \$298,427 thus far this year, running ahead of last year by a little over \$1,000. This involves drama, music and other activities in addition to a show of Canadian theatre history.

### Kurtzman To Be Honored

BOSTON — Charles Kurtzman, former Loew's Theatres Northeast Division manager who is transferring to the circuit's New York office, will be honored at a dinner in the Sheraton-Plaza Hotel, Aug. 12. Guests will include Mayor John B. Hynes, Governor Foster Furcolo and Cardinal Cushing. George Swartz is chairman of the affair which will honor Kurtzman for his activities on behalf of such causes as the March of Dimes, Boys Town of Italy, Jimmy Fund, Committee for Retarded Children, and others.

### "Ben-Hur" In Pittsburgh

PITTSBURGH, PA.—Contracts were signed last fortnight for the engagement of "Ben-Hur" at the Warner here.

The deal, announced by Stanley-Warner executive M. A. Silver and Jack Byrne, vice president and general sales manager of MGM, is described as the biggest ever made for a theatrical attraction in Pittsburgh. A minimum two-year run is anticipated for this exclusive engagement in the area.

The hard-ticket run will open at the Warner in February, following, along with other key openings. "Ben-Hur's" world premiere at the new Loew's State Theatre, New York, late this Fall.

Previously MGM had also announced contract signings for "Ben-Hur" at the Boyd, Philadelphia; Egyptian, Los Angeles; Saxon, Boston; and Academy, Minneapolis for equally long runs.

### Dranko Leaves UPA

HOLLYWOOD—Bob Dranko, production designer of "1001 Arabian Nights," UPA's first full-length animated feature for Columbia release, has resigned from the studio to join the John Sutherland organization as vice president in charge of art direction. He had been with UPA since 1951.

## Pittsburgh Sees Gain In Hospital Collection

PITTSBURGH — This area will definitely go far ahead of last year's excellent collection goal in the Will Rogers Memorial Hospital Drive, said distributor chairman Eugene Jacobs, at an organizational meeting recently attended by all branch managers and salesmen.

Also attending were Harry Hendel, B. W. Steerman, Ray Ayrey, John J. Maloney, Gabe Rubin, C. C. Kellenberg, and James Hendel.

Exhibitor chairman Ernie Stearn pledged, "We are out to get 100 per cent cooperation — with an audience collection in each and every conventional and drive-in theatre in the exchange area. Furthermore, in each situation, collections will be timed to coincide with that situation's top attraction for the summer."

Jacobs congratulated the Stanley Warner organization on having already turned in \$3,500 collected from only two downtown Pittsburgh theatres, in one of which collections are still going on.

Bert Stearn and Lou Hanna reported they are busy organizing an all-out effort by all theatres and drive-ins handled by their Co-Operative Theatre Service.

The Pittsburgh formula so successful last year will again be in operation here this year, said co-distributor chairman Nat Rosen. Kellenberg stressed the importance of obtaining the aid of volunteer firemen, police, service clubs or other local volunteer groups to aid in making effective audience collections.

### AFM Against Foreign Artists

HOLLYWOOD—The American Federation of Musicians has declared itself a participant in the fight against the use of foreign personnel, arts, and skills, in producing theatrical and TV films.

President John V. Tranchitella of Local 47, American Federation of Musicians, in his first official statement on the subject, declared "we must mobilize our resources in an all-out effort to defend our labor standards and protect our jobs."

"Unfair competition from imports presents a serious threat to all workers in our industry. The volume of imports of motion pictures, canned music and phonograph records is increasing rapidly. Unless countered, the flow of imports will continue to increase, with disastrous consequences for many segments of our profession, and with the destruction of many thousands of jobs," Tranchitella stated.

### Want Foreign Pics Labelled

HOLLYWOOD—A resolution calling for the labelling of films made outside the U. S. has been passed by the Los Angeles County Federation of Labor, AFL-CIO. The resolution asks Congress to pass legislation compelling the film companies to label their imports and cited cut-rate wages and income tax revenues thus lost to the government.

### Wometco Net Up

MIAMI—Net income of Wometco Enterprises, Inc., in the 24 weeks ended June 20, was \$371,287, an increase of 17.60 percent over the \$315,709 net in the same period of the previous year. Gross income was \$4,740,379, 11.82 percent over the \$4,239,334 reported last year.

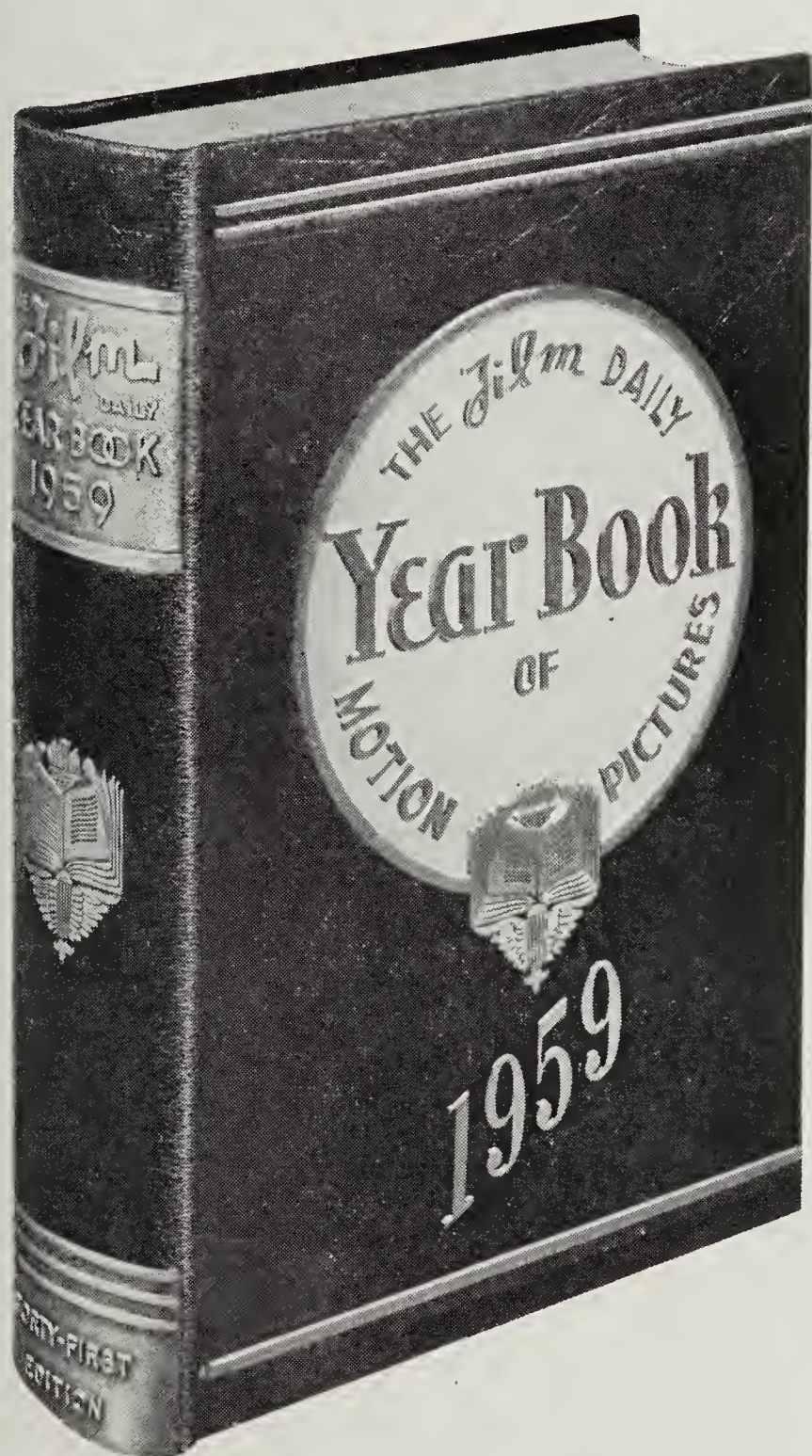
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AN ALBERT ZUGSMITH  
PRODUCTION from  
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means  
"THE BIG OPERATOR"  
TOUGH AND TERRIFIC!



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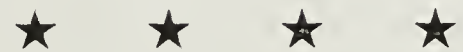
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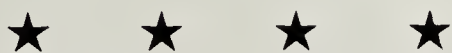
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# LONDON Observations

by Jock MacGregor

SUGGESTING that sickness and exceptionally bad weather may be the cause, the Board of Trade Statistic Division reports that cinema attendances for the first quarter of 1959 at 163 millions were 18 per cent down on a year previous and one million below 1958's last quarter. Again the smaller hall showed the greater decline. In London the decline was less than in the North where a new TV station had opened. The average admission of approximately 32¢ showed a slight increase. This is almost entirely accounted for by theatres in the 1501-2000 seat capacity range. The gross takings at \$52,217,000 were 15 per cent down on a year earlier. 3,829 theatres seating 3.63 millions operated during the quarter. The report includes a table revealing the trend in production. In 1939, 562 films exceeding 3000 feet were registered. They represented 3,628,000 feet. By 1958 the total had dropped to 514 but the footage had risen to 3,894,000 feet. "Are features getting too long?" is a question asked by many.

**THROUGH BEING OVERDONE** premieres have lost their value. Many are no more than a farcical formality which create little interest and impress few. A notable exception was that for "The Nun's Story". Audrey Hepburn appeared in person and was supported by real stars. Few guests failed to change into evening dress. The film was truly worthy of the honor. At the end, the audience numbed, remained seated, burst into applause and stood cheering as Audrey triumphantly left the theatre. It was a glittering occasion and as such received a wide coverage.

JIM CARRERAS couldn't have been happier with the reception after the trade show of "Yesterday's Enemy" which Columbia is handling worldwide . . . Maureen O'Hara hosted a delightful cocktail party in her fascinating mews house in honor of Virginia Grahame. Among those I saw were Mrs. Harry Cohn, Mike Frankovich, Bob Goldstein, Sam Spiegel (just off for the week-end in New York), Bill Graff and MCA's Harry Friedman — not surprising even the book matches read "Americans Abroad Ltd." . . . Nice gesture from a wonderful person: Laureen Bacall's last act before returning to America after completing "North West Frontier" was to offer the Variety Club some of her children's toys and clothing for passing to needy youngsters . . . The Queen has entered one of her champion horses for the Variety Club's first race meeting at Sandown on September 12 . . . Jonas Rosenfeld made a lightning visit to check the publicity for the wealth of Columbia product being made here . . . Bob O'Donnell here to collect a tailormade Rolls Royce which promises to be the pride of Texas. It is always a pleasure to see him. Thank goodness he makes so many visits . . . Dana Wynter here to star in Lewis Gilbert's "Sink the Bismarck" for 20th-Fox has unusual interests for an actress. We spent Saturday together scouring back streets for icons for her priceless collection.

**NO LESS A PERSONAGE** than Earl Mountbatten of Burma graced Mike Frankovich's reception for the trade to meet Ken Hargreaves on his return from America as the new Columbia managing director here. Space would certainly be saved by naming the few notable absentees than listing those present. Mountbatten, now the Supremo, is not only ever grateful for the help the industry gives the Navy in the way of films but is genuinely interested in the industry . . . Former Hollywood publicist Walter Shenson world premiered his comedy, "Mouse that Roared," at the Odeon, Marble Arch. It is a laugh tonic concerning Europe's smallest country declaring War on the United States of America so that it can lose and get all the economic assistance it needs. Through a strange set of circumstances, it wins! This is an art house "must" with a considerable potential for the commercial market . . . I would really need a slip edition to list all the sums received and distributed by the Variety Club of Great Britain of late . . . Dilemma—The Queen has consented to attend the premiere of "Porgy and Bess" on Nov. 2, but due to the success of "South Pacific," there is doubt as to what theatre will be available . . . Otto Preminger is in town pre-selling "Anatomy of Murder." He has moved to Israel for preliminary planning on "Exodus." . . . Seen dancing and dining in Les Ambassadeur were Rita Hayworth, her husband James Hill—just a private visit. . . . MGM House was the venue for receptions for Sol C. Siegel who is conferring with Lawrence Bachman on MGM production here, and Eva Marie Saint who was passing through, having appeared for Metro in "North by Northwest."

## Citizen Objects; Film Confiscated As Lewd

COLUMBUS, O.—For the first time within the memory of local theatremen a film labeled "obscene and lewd" has been confiscated from a public theatre. Showing of "Ten Days in a Nudist Camp" at the Fox art house was halted by Columbus vice squadmen acting on an affidavit filed by a Columbus business man.

The affidavit was filed by Patrick J. Berry, 30, 567 E. North Broadway. Armed with Berry's affidavit, Sgt. James Woods of the vice squad confiscated the film and charged Joel A. Secoy, 21-year-old assistant manager, with exhibiting obscene pictures. The 40 patrons were given refunds.

Secoy pleaded innocent in Municipal Court to the charge and his case was continued to Aug. 4 by Judge William T. Gillie.

City Prosecutor Bernard Chupka said that Berry had considered filing the affidavit several days before but was advised to wait until Chupka could view it. Chupka said: "I feel the matter is one that a court should review." He said the film probably would not be shown again until the court hands down a decision.

The action was taken under the state's anti-obscenity law and on a similar city statute which makes it illegal to exhibit or publish obscene matter.

Berry is part owner of Berry Brothers Co., a nut and bolt works.

## Harrison's New Board

NEW YORK — A group of 10 National Allied exhibitors have purchased control of Harrison's Reports, according to a recent announcement by David Martin, editor and president of Harrison's Reports, Inc. The group is to have a non-vocal interest in the publication. The change marks the retirement of P. S. Harrison from active participation in the paper, although his name will continue on the masthead of the weekly he founded 40 years ago.

Purchasers, who comprise the board of directors include Abram F. Myers, Allied States general counsel; Horace Adams of Cleveland; Harry Hendel, Pittsburgh; Benjamin Berger, Minneapolis; Jack Kirsch, Chicago; Ben Marcus, Milwaukee; Trueman T. Rembusch, Indianapolis; Ruben Shor, Cincinnati; Jack L. Whittle, Baltimore; and Wilbur Snaper, New Jersey.

## 20th-Fox Has Royal Tour Short

NEW YORK—"Royal River," a 30-minute color film produced by the National Film Board of Canada will be released to theatres in Canada and the United States this week, less than 48 hours after Queen Elizabeth II and Prince Philip conclude their visit to North America. This announcement was made jointly by Guy Roberge, Chairman of the National Film Board and by Alex Harrison, General Sales Manager for 20th Century-Fox Film Corporation. The latter company will distribute the film in Canada and throughout the world.

"Royal River" uses the occasion of the royal visit and the voyage of the royal yacht Britannia from Gaspe to the Canadian Lakehead to describe the historic importance of the St. Lawrence River. There are scenes of the official opening of the St. Lawrence Seaway with the Queen, President Eisenhower and Prime Minister Deifenbaker participating. The film also includes exclusive footage shot on board the royal yacht Britannia.

They said: "This guy starts where Capone left off!"

# THE BIG

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## Policy on "Gladiator" Switched

HOLLYWOOD—The roadshow policy originally planned for American International's "Sign of the Gladiator," imported color spectacle starring Anita Ekberg, has been switched to one of saturation bookings in deference to exhibitor requests, it was announced by James H. Nicholson and Samuel Z. Arkoff last week.

The film will be released nationally Labor Day week.

The policy switch in exhibition followed a national survey by general sales manager Leon P. Blender in which exhibitor sentiment on roadshows overrode the company's planned advanced admission engagements. First openings will be in California.





# The NEW YORK Scene

By Mel Konecny

IT'S "BLUE ANGEL" TIME at 20th Century Fox and they stand ready to back the picture with a whopping expensive campaign starting at \$760,000 cold cash. To make sure exhibitors know about this and the film, a seven-man merchandising team is making the rounds of principal circuits. The initial such visit was made to American Broadcasting-Paramount Theatres where vice president Edward Hyman and his staff heard the campaign discussions.

Rodney Bush, exploitation manager, labeled "Blue Angel" the biggest picture to be released by Fox this year and it is due to hit theatres around Labor Day.

Abe Goodman, sterling advertising manager, thought ads that would stimulate and excite the trade as well as the public were in order. They therefore came up with a three page cover gatefold ad in the August 31st issue of Life Magazine costing \$147,000 and a similar ad in Look Magazine costing \$108,000. The magazines are providing unusual cooperative in that radio breaks will be used to plug the magazines and the "almost life-size likeness" of new star May Britt in the ad. Newstands, delivery trucks and re-prints will be used extensively.

In line with the expenditure, the okay of company prexy Spyros Skouras had to be obtained and he was in Russia with Vice President Nixon's party. Since a Look veepee was scheduled to go to Moscow, he agreed to carry both proofs and an outline of the campaign for Skouras' approval and inspection. It took the Iron Curtain to bring about this unusual liaison between Life and Look.

Ed Solomon, exploitation director, noted that the Britt likeness will be used for accessories and that Britt will go on tour as much as possible. There will be TV featurettes and breaks in newsreels ahead of release.

Marty Michel, radio and TV director, reported on the off-beat radio campaign and TV plans which are supposed to have an unusual slant.

Ed Hyman promised the best cooperation his staff and circuit could provide and he paid tribute to the campaign which he thought was excellent to put across a quality picture.

Bert Lange, marketing services manager for Life, and Bob Seamon, director of motion picture advertising for Look, also addressed the assemblage.

**ATTENTION "NAME" STARS AND OTHERS:** Established stars are still the rage in Europe and elsewhere abroad so don't give up to the onslaught of "new faces" and younger talent. Since the returns from abroad these days amounts to 50 per cent of the overall "take", you are quite important still. This is the latest word to be brought back by Mike Kaplan, unit publicity man on Stanley Donen's "Once More With Feeling", and Bob Yeager, unit man on William Goetz' "The Franz Liszt Story" following their return from abroad upon completion of location shooting in various places in Europe.

As Bob Ferguson, director of advertising and publicity at Columbia noted his company has embarked on a policy of hiring competent American publicists to baby along each picture being made on location instead of resorting to the practice of picking up local stringers and it has paid off in space, proper material and usable photographs.

The pair opined that films are still magic and glamorous to everyone abroad in addition to which the money expended by the production companies is a sizeable boost to local economies. Ferguson estimated that the hiring of on-the-spot publicists was a false economy. The American reps have also proven invaluable when it comes to setting the right material for trailers and other accessories, as well as special material such as TV footage etc. The thinking at Columbia is "you have to spend money to make money". There is no economy with regard to the publicity phase of the company's operation with the publicity department at the studio having tripled on size of recent months. It was further felt that American publicists abroad are doubling as good-will ambassadors in the countries in which they work. Incidentally, Kaplan heads back to the coast on a cross-country tour where he will meet with press and exhibitors to further plug "Feeling".

**YOUNG PRODUCER SPEAKS:** Richard Einfeld, young producer of 20th Century's forthcoming "The Oregon Trail" was in town for home office confabs. He related across the breakfast table, how he likes to give new talent a chance to break in either before or behind the cameras. He always prefers to give unknowns parts in his pictures if they fit. In line with this thinking, he expects to set-up a "Cinema Workshop" which will be in operation within six months, wherein actors and would-be technicians with a basic knowledge or background who are new to films will gain a working knowledge plus other benefits not now available to them.

Einfeld hopes to line-up union cooperation in teaching the students the abc's of picture-making and each student will in effect be an "acting producer" so they know what's going on in every phase of production. Graduates will leave with a screen test with better ones getting parts in forthcoming Einfeld pictures. It will be on a non-profit basis accommodating 20 to 25 students.

He has used seven newcomers plus a new cameraman in "The Oregon Trail" which opens on a mass saturation basis on August 12th in conjunction with the Oregon Centennial. Fred MacMurray and other personalities will participate. The film had a budget of \$750,000, is in CinemaScope and color.

Einfeld's next will be a coal mining story to be shot in Harlan, Kentucky, in September and this will be followed by a western by Nunnally Johnson.

Young Einfeld's father, S. Charles Einfeld, 20th-Fox vice-president in charge of advertising, publicity and exploitation, is justifiably proud of his son's first production venture, and wholeheartedly agrees with Richard's ideas for the development of new faces and talent both before and behind the cameras.

## Two Judges Assigned To Goldwyn Case

SAN FRANCISCO—Two Federal judges were assigned last week to take over the retrials of the Samuel Goldwyn and Embassy Theatre anti-trust suits involving \$10,000,000. Both marathon cases, originally filed in 1950, were tried here last year before Judge Edward P. Murphy, who died in December before handing down a decision in either litigation.

Chief District Judge Louis Goodman assigned Judge George B. Harris to the Goldwyn suit in which the producer seeks \$2,000,000 in damages from National Theatres and subsidiaries, including Fox West Coast Theatres. With counsel for both sides already in mutual consent, it is likely Judge Harris will study the transcript of the case heard by Judge Murphy and reach a decision without hearing the oral evidence all over again.

Judge Lloyd H. Burke was named by Chief Judge Goodman to preside over the Embassy retrial with a jury. However, a possibility loomed that the attorneys for both sides in this case also will agree to having the case submitted on the record of the Murphy trial, which means that Judge Burke also could hand down a decision after reading the transcript of last year's trial before Judge Murphy. Embassy owners Lee Dibble and Dan McLean seek \$8,000,000 in treble damages from the eight major distributor firms and Northern California exhibitor circuits (including FWC) on the grounds they were denied first run films.

## Kirsch Again Heads Group

CHICAGO—At the 29th annual meeting of Allied Theatres of Illinois, Inc., held at the Sheraton-Blackstone Hotel, last week, Jack Kirsch was re-elected president for a term of three years.

Sam C. Meyers, was named Vice President, and Benj. Banowitz, Secretary-Treasurer.

**TOUGH! TERRIFIC!**

**THE BIG** means "THE BIG OPERATOR"

Mickey Rooney's Greatest Role. An Albert Zugsmith Prod. In association with Fryman Enterprises. From M-G-M.

FILMACK **40 YEARS** FILMACK

**OF BETTER AND FASTER SPECIAL TRAILERS**  
From Dependable

**FILMACK**

1327 S. Wabash Chicago 630 Ninth Ave. New York



## THE

## BIG

They said: "This guy starts where Capone left off!"

## "THE BIG OPERATOR"

An Albert Zugsmith Production.

In association with Fryman Enterprises. From M-G-M.



## ALBANY

A certificate reserving the name "Twentieth Century-Fox Television Productions, Inc.," with office in New York, has been filed with the Secretary of State here. Prentice Hall Corporation System, Inc. was recording attorney. . . . Wayne Carignan was promoted from head shipper to assistant booker in 20th Century-Fox exchange. Carignan started as a stenographer in the poster department 25 years ago. Carignan succeeds Doug Hermans, who moved up to head booker after the resignation of Dick Young. Bob Roth climbed a peg to head shipper . . . Chase Hathaway, who has been "ahead" of last season at Hathaway's Drive-In, North Hoosick, since June, booked "Around the World in 80 Days" for a

week, at \$1 admission. The fee for the Todd picture at automobilers in the immediate Albany area had been 80 cents—no charge for children. Hathaway also exhibited "Say One For Me" a week, at regular scale.

## ATLANTA

Miss Marcelle Davis, United Artists, became the bride of Sanford Kohn, July 25. . . . Mrs. Rose Lancaster, formerly with Peachtree Productions and Strickland Films, has resigned to go with Frank Willard Productions, in Buckhead, Ga. . . . John H. Stembler, president, Georgia Theatres, back at his office after a business trip to Washington, D. C. . . . Bob Wengor, owner, Pekin, Montgomery, Ala., is a new grandfather. In for a visit with their local manager was Leon Brandt, assistant to the president, and Elmer Hollander, of Lopert Films. . . . Mrs. Doris Humphrey, former secretary with Buena Vista now with Exhibitor Service Company, same capacity. . . . Mr. and Mrs. H. P. Vinson, owner of drive-in at Columbia and in St. Louis, have announced the birth of a son. . . . District manager Bob Ingram, Columbia Pictures, back at his desk following a stay in a local hospital. . . . Two \$1,000,000 damage suits against Wilby-Kincey Service Corp., and the major distributing companies will be brought together in Knoxville, Tenn., Federal Court. A District Court spokesman said some of the defendants are the same and a "pre-trial conference" will be held on both law suits Aug. 17. The lawsuit, which Taylor Brothers Theatres Kingsport,

Tenn., brought against King Sul Theatres, Wilby-Kincey Service Corp., and major distributing companies, was moved to Knoxville. It had been filed in district court at Greenville, Tenn., May 28, 1958.

## BOSTON

Julius Mintz, 60, projectionist for 15 years at the MGM screening room, died July 26. . . . The engagement of Ruth P. Haase, daughter of theatre broker Sam Haase, to Eugene Hochman, in the real estate business in Los Angeles, has been announced. . . . William "Bill" Brown, 47, for many years manager of the Park, Worcester, for Kenneth Forkey, died July 20. . . . The annual convention of Independent Exhibitors Inc. of New England and the Drive-in Theatres Association will be held September 16-17 at the Mayflower Hotel, Plymouth, Mass. Convention co-chairmen are Edward S. Redstone and Malcolm C. Green. . . . Joseph E. Levine, president of Embassy Pictures Corp., has named Norm Prescott vice-president in charge of merchandising. . . . For the first time in its history, Independent Exhibitors Inc. of New England, a unit of National Allied, is booking a film for consumption in New England theatres. The film, a Ted Williams fishing short in color and with music, is narrated by Curt Gowdy, showing the famous athlete battling dolphin, bonito and marlin in Puerto Rican waters. It will play the key cities in August and later it will go into the smaller situations.

## BUFFALO

Hugh A. Maguire, former manager of the Buffalo exchange, Paramount Pictures, has been named manager of the Extension Division of the Buffalo Better Business Bureau. . . . Helen Huber, member of the Paramount Buffalo branch staff for some 35 years and of the company's 25-Year Club, has retired. Norma Mosier has taken over Miss Huber's cashier post. Patricia Walke has succeeded Ruth Egan as secretary to Michael A. Jusko, Paramount exchange manager. Miss Egan recently was married. . . . Ken Croft, who has been assistant manager at Shea's Buffalo, has been appointed manager of Loew's theatre in Indianapolis, succeeding Sam Shuboff. . . . Asunda "Sunny" Christopher, also an assistant manager at Shea's Buffalo, was married July 25, to Edwin McIntee. . . . Ralph Buring, 20th Century-Fox field representative in the Buffalo and Pittsburgh areas, has been in Buffalo assisting Manager Charles E. Funk, Century, on advance promotion campaigns on "Blue Denim" and "Holiday For Lovers".

## CHICAGO

Theatre collections for La Rabida Sanatorium, under Variety Club auspices, have been set for the week of August 14. . . . Paul Montague, publicist for Cinestage and the

(Continued on page 24)

## Film Exchange and Dealer Listing for the MILWAUKEE FILM TERRITORY

A CONTINUING SERVICE • that will be re-edited and re-published at 8-month intervals.

### Film Distributors

#### ALLIED ARTISTS, 720 W. State St.—BRoadway 3-7020

Br. Mgr.: Harold Rose. Sales: Carroll Morton. Booker: John Bates. Emerg. Phone: None.

#### AMERICAN-INT'L., 212 W. Wisconsin Ave., Suite 611—BRoadway 3-6285

Br. Mgr.: Ed Gavin. Booker: Marge Harris. Emerg. Phone: None.

#### BUENA VISTA (Disney), 212 W. Wisconsin Ave., Suite 1101—BRoadway 3-5111

Sls. Mgr.: Paul Back. Sales—Booker: Frank Yablans. Emerg. Phone: None.

#### COLUMBIA, 212 W. Wisconsin Ave., Suite 1123—BRoadway 1-3351

Br. Mgr.: Harry Olshan. Sales: David V. Chapman, James Ascher. Booker: Paul Schober. Cashier: Gertrude Levy. Emerg. Phone: EDgewood 2-6117.

#### INDEPENDENT FILM, 706 W. State St.—BRoadway 3-6922

Br. Mgr.: Morey Anderson. Office Mgr.: V. F. DeLorenzo. Emerg. Phone: Bluemound 8-5573.

#### METRO-GOLDWYN-MAYER, 736 W. State St.—BRoadway 1-4024

Br. Mgr.: John G. Kemptgen. Office Mgr.: Hilda Albrecht. Sales: Harry Schlar. Booker: Arthur Heling. Emerg. Phone: None.

#### PARAMOUNT, 152 W. Wisconsin Ave., Suite 510—BRoadway 1-7340

Br. Mgr.: Ward Pennington. Sales: Matt Donohue, Roman Herold. Emerg. Phone: None.

#### 20TH CENTURY-FOX, 1016 N. 8th St.—BRoadway 1-5710

Br. Mgr.: Jack Lorentz. Head Booker: Ray Schultz. Sales: Meyer Kahn, Morris Horwitz. Field Expl.: Louis Orlove. Emerg. Phone: EDgewood 2-6270.

#### UNITED ARTISTS, 1137 N. 8th St.—BRoadway 1-6529

Br. Mgr.: J. H. Imhof. Office Mgr.: K. F. Siem. Sales: J. F. Dionne, Richard Hayes. Booker: Elmer Jahncke. Cashier: Esther Ohm. Emerg. Phone: Lincoln 3-0922.

#### UNIVERSAL-INTERNATIONAL, 720 W. State St.—BRoadway 1-4080

Br. Mgr.: M. P. Halloran. Office Mgr.: Paul Zimmerman. Sales: Sidney Turer. Booker: Ann Vishing. Emerg. Phone: Hilltop 5-6084.

#### WARNER BROS., 212 W. Wisconsin Ave.—BRoadway 1-7550

Br. Mgr.: Morris Dudelson. Office Mgr.: Tony Kolinski. Sales: Roy Axelrod. Emerg. Phone: None.

### Supply Dealers

#### CHARLEY BREWSTER, 2478 W. Silver Spring—HOpkins 1-2820

#### VIC MANHARDT CO., 3131 W. Lisbon Ave.—Dlvision 2-8344

Emerg. Phone: Bluemound 8-4935.

#### NATIONAL THEATRE SUPPLY, 1027 N. 8th St.—BRoadway 1-7333

Emerg. Phone: Hilltop 5-7479.

#### RAY SMITH CO., 710 W. State St.—BRoadway 1-2100

Emerg. Phone: BRoadway 6-0579.

### Screen Trailers

#### NATIONAL SCREEN SERVICE, 812 N. 11th St.—BRoadway 1-7540

Br. Mgr.: John Mednikow.

### Signs, Advertising and Printing

#### NATIONAL SCREEN SERVICE, 812 N. 11th St.—BRoadway 1-7540

### Film Delivery Services

#### FILM SERVICE, INC., 620 E. Mason St.—BRoadway 1-5224

Traffic Mgr.: Al Sickels. Emerg. Phone: UPtown 3-6693.

### Film Storage

#### MILWAUKEE FILM CENTER, 620 E. Mason St.—BRoadway 1-3288

Mgr.: Oliver Trampe. Hd. Shipper: John Prostinak. Emerg. Phone: LOcust 2-9256.

A SPECIAL SERVICE . . . only in MOTION PICTURE EXHIBITOR

Watch for them!

NEXT!

Dallas Territory

Issue of August 12

Pittsburgh Territory

Issue of August 19

Save Them!



# "How I would sell...

## MGM's New Alfred Hitchcock Thriller

# NORTH BY NORTHWEST"

In my years as a practical theatre operator I have often wondered why so much trade paper attention was given to historical anecdotes, about completed advertising publicity and exploitation stunts used on some old show, and so little was given to the methods or ideas that might be used to sell some coming show. In other words, when we talk about selling the public, we seem to look back at our accomplishments instead of looking forward to the challenges that lie constantly ahead.

From what I hear about this new department in MOTION PICTURE EXHIBITOR it would seem that this alert trade paper is also conscious of the forward thinking that is true merchandising. I'm happy that they have decided to do something about it. And I'm happy to be a part of the initial effort.

Looking over the Press Book ads, and knowing something about the big regard in which the public holds Alfred Hitchcock as a director and producer of suspenseful entertainment, it is my feeling that in the selling of "NORTH BY NORTHWEST" the Hitchcock name should be billed just as large and just as prominently as any star, for he himself is a top boxoffice attraction. In view of this I'm glad to see that many of the ads do feature his name prominently, do mention him as "The Master of Suspense", and that at least one features his rotund easy-to-identify figure.

Personally, I like the line "IF POSSIBLE, ALFRED HITCHCOCK OUTDOES HIS SUSPENSEFUL SELF", and down here in Baltimore I think we will concentrate on that line in all of our ads and publicity copy.

In analyzing the ads themselves, my favorite is Ad. No. 413, for it seems to have a lot of movement and breathless excitement in it. However, for our use I would remove the Mount Rushmore faces and I would use an actual shot of the cornfield in which the action takes place. The airplane and Cary Grant running for his life is still the center of impact and I wouldn't confuse it. I also would delete from the copy that bit about "... from Manhattan's glittering heart to the great stone faces of Mount Rushmore ...". It just makes more to read, and except for use in New York, or for its effect on the few people who have been out in the Dakotas and have seen Rushmore, it has no sales merit.

Another ad I like is Ad No. 411. Its very simplicity and small amount of copy will make it stand out on the amusement page. And the combination of the gun and "clutch", plus some interesting copy, packs a strong sales punch. Of course, I would substitute that favorite line of mine: "IF POSSIBLE ALFRED HITCHCOCK OUTDOES etc." and I might set it just a little bigger than the line that is now under the picture. But this is easy to do without upsetting the ad balance.

While on the subject of simplicity, did you ever notice how a direct, uncomplicated and simple ad will stand out on a busy amusement page and how a busy cluttered-up one will get lost in the confusion on the same page. We don't like "busy" ads. Time after time we clear out a lot of

An Exclusive **SHOWMANALYSIS** Prepared by—

JACK FRUCHTMAN, Managing Director  
RF Theatres Circuit, Baltimore, Maryland

**ABOUT THE AUTHOR** • Jack Fruchtmann was born in New York City on August 26, 1914. His first industry job was as an office boy with Paramount in 1929, in New York City. He remained with Paramount in the distribution end of the business until they transferred him to Washington. In 1940 he became an exhibitor in Greenbelt, Md., and his rise in that field has been rapid. In 1951 he took over the Leonardtown, Md., and Lexington Park, Md., theatres in St. Mary's County, the Maryland County seat. In 1954 he entered the Baltimore, Md., scene taking the New Theatre from Morris Mechanic. In September 1955 he took over Keith's; in October 1955, the Century; in January 1958, the Mayfair; in February 1958, the Stanley from Stanley Warner; in April 1958, three neighborhood houses—the Uptown, Avalon and Pikes; and in September, 1958, he merged with Izzy Rappaport on the Hippodrome and Towne. He also operates the Crest in conjunction with Harry Myerberg. He is married and has two children. He says his wife, who formerly worked for Paramount Theatres in Florida and Virginia, taught him all he knows about the business.



Fruchtmann

needless and extraneous art, a lot of meaningless credits, and a lot of boring text lines. The public reads fast and you've gotta give it to them fast!

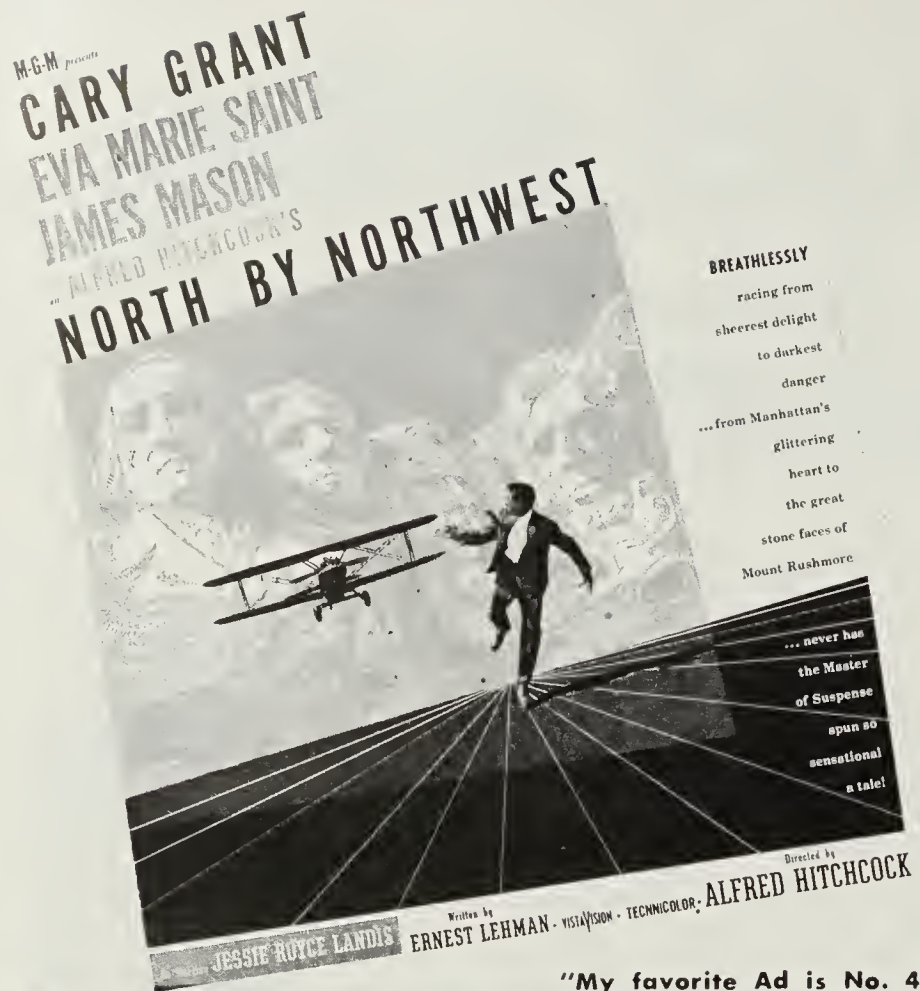
Ad No. 512 is good and you could do a lot of tricks with it. Cut away the square finished halftone and you have an interesting attention getter for across the bottom of a page. Use the halftone and you can write some head copy of your



"The teasers are excellent" says Mr. Fruchtmann. "We are going to be sure to use them. We also intend to stencil the sidewalks with these NXNW Markers."



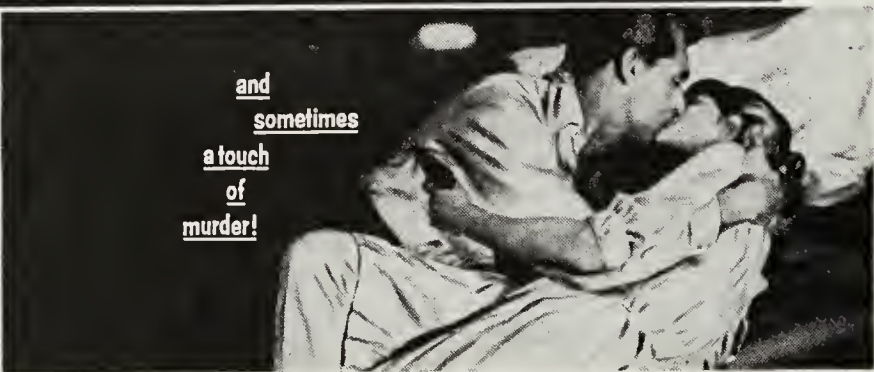




"My favorite Ad is No. 413."

THEY HAD NOTHING IN COMMON BUT AN UPPER BERTH.....

and  
sometimes  
a touch  
of  
murder!



The Master of Suspense tells his greatest tale!

M-G-M presents  
**CARY GRANT  
EVA MARIE SAINT  
JAMES MASON**

in ALFRED HITCHCOCK'S

**NORTH BY NORTHWEST**

Co-Starring JESSIE ROYCE LANDIS  
Written by ERNEST LEHMAN • VISTAVISION • TECHNICOLOR Directed by ALFRED HITCHCOCK • AN M-G-M PICTURE

"Another ad I like is No. 411."

"Ad No. 311 is very good."

2000 MILES THEY FLED,  
NORTH BY NORTHWEST,  
TRAP BY SPRUNG TRAP,  
UNTIL TIME RAN OUT  
AND WITH IT—LUCK,  
AND DEATH GRINNED  
DOWN FROM ABOVE!



own. If those star names are too big, and are costing you too many lines of space, you can cut them off and reset smaller. There are a dozen different stunts you can do with this one ad.

I like, and will probably use, Ad No. 711 on the day before opening or on opening day, but always after all the action ads have appeared. It has a lot of class and it will dominate a page, but your public better know about your picture and be half-sold or they won't bother to read all of that copy. But it's a clincher! After they read that copy, they'll be around to your boxoffice sometime during the run.

Ad No. 311 is very good. But I would cut the top copy to start with "... time ran out and with it—luck, and death grinned down from above!" That "2000 miles" bit makes me tired just to think about it and I'm afraid the average patron will get too tired to read the balance.

And, last but not least, I would use Ad No. 213 as reminder copy sometime during our run. Of course I would go back to a repeat of my "IF POSSIBLE, ALFRED HITCHCOCK OUTDOES etc." line, but that's all.

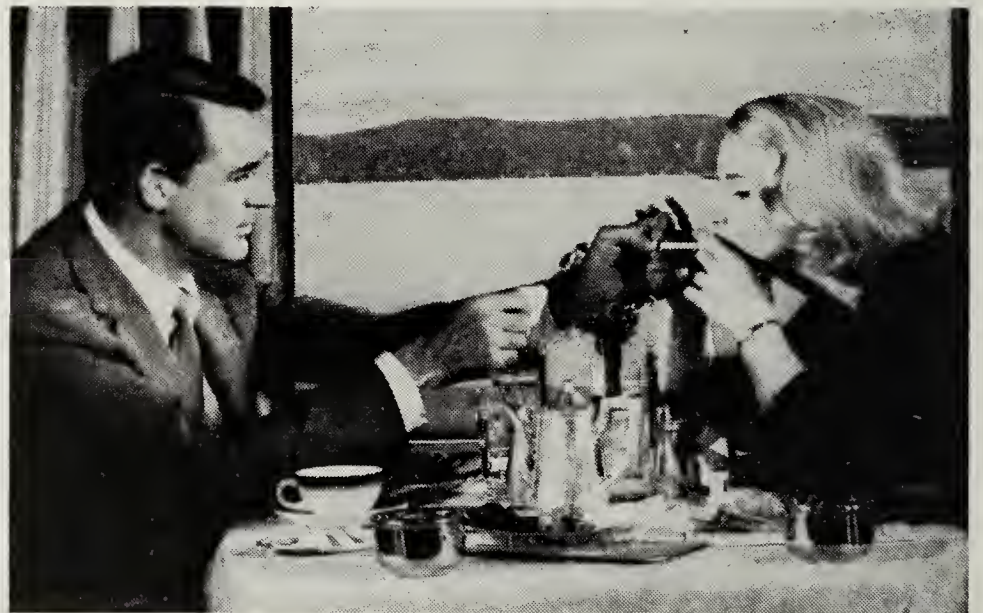
The teasers are excellent as is and we are going to be sure to use them. We may add a little "HITCHCOCK" reference line before we quit using them, but if so it will only be used after we are sure the ads are being watched.

So much for the newspaper space.

Teaser and regular trailers are vital, and must be made up far in advance so that first run audiences on top grossing prior attractions can be interested and attracted. And we will cross-plug "NORTH BY NORTHWEST" in our other theatres too. Fortunately it is a good saleable piece of merchandise that can start an audience buzzing if its trailer is good enough.

So far, national coverage in magazines and daily newspapers has been great, and this is so necessary on a top picture. The public must be aware of "NORTH BY NORTH-

You've got Cary Grant "one of the best tailored actors in the world in order to get some excellent tieups with men's stores." You've got Eva Marie Saint with all of the blonde glamour and all of the acting ability to make sparks fly.





WEST" because of this saturation. The timing, and the delayed release, in order to inform the public of the thrills and excitement of this picture, have also been well handled and I'm expecting big things from it.

I intend to utilize the fact that Cary Grant is one of the best tailored actors in the world in order to get some excellent tie-ups with men's stores, tailor and haberdashery shops. Pictorial blowups in bulk windows, on a star of his stature, aren't too difficult to effect.

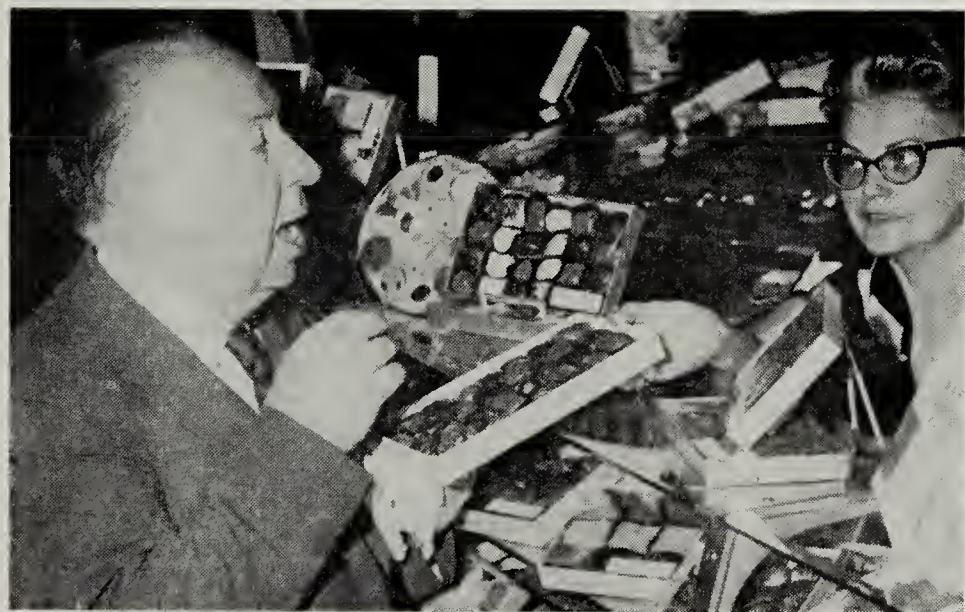
I also intend to stencil the sidewalks of Baltimore with those NXNW markers. This is a stunt we have used before and know we can get away with; but we never had a more apt insignia.

I also think we can get some mileage out of exploiting the prominence of that old biplane in our ad copy. We'll use in the lobby, and possibly give away, some model planes. We'll also investigate the possibility of using airplane trail banners carrying the "NORTH BY NORTHWEST" title, at least on opening day. And if sky writing isn't too expensive we'll use that too. You create a lot of talk with such overhead advertising.

Then again, we have a contest in mind, with a trip to Mount Rushmore as the theatre's guest as first prize. We can select a spot downtown to hide an envelope with the winning certificate, and we can inform the public that by standing on another downtown corner (perhaps no more than a block away) and using a compass to get a "NORTH BY NORTHWEST" reading, they can follow that line to the hiding place.

There are dozens of other stunts that can be dreamed up from that direction title. Any and all of the press book publicity tie-ups are also good if the theatremen will put them to use. By and large, this isn't a difficult picture to sell. It has a lot to sell!

You've got the excitement and the hair raising thrills that have made "The Master of Suspense"; and "if possible, Alfred Hitchcock outdoes his suspenseful self." And you've got Hitchcock! What more does any qualified showman need?



"We'll never tell what happens to Cary Grant, but we'll not keep your secret, Mr. Hitchcock! We know that making the motion picture 'North by Northwest' has been your secret ambition for many years. We know its breathless chase, from the U.N. building in New York to the great stone faces of Mt. Rushmore, has never been rivalled in screen excitement. We are proud to have shared in its making...and believe that audiences everywhere will agree - it's your best, Mr. Hitchcock"-M.G.M Studios.

"I like and will probably use Ad No. 711."

"I would use Ad No. 213 as reminder copy."



"You could do a lot of tricks with Ad No. 512."





# THE BIG

AN ALBERT ZUGSMITH  
PRODUCTION from  
M-G-M



means

**"THE BIG OPERATOR"**  
TOUGH AND TERRIFIC!

For the **BEST**  
in **THEATRE FORMS and SYSTEMS**

**Motion Picture Exhibitor Book Shop**

David E.

**BRODSKY**

Associates

**THEATRICAL INTERIOR DECORATORS**  
242 N. 13th St. LO 4-1188-89 Phila. 7, Pa.  
PAINTING • DRAPERIES • MURALS  
STAGE SETTINGS • WALL COVERINGS

**PROGRESSIVE ELECTRIC  
CONSTRUCTION CO., INC.**  
240 N. 13th STREET • PHILADELPHIA 7, PA.

**Theatre Installations  
and Maintenance**

## CHICAGO

(Continued from page 20)

Loop, was appointed publicity director for Whiteway Signs. . . . Several drive-ins explained in newspaper ads they had been compelled by a Disney edict to charge young children for "Shaggy Dog." . . . Jerry Gamero, Biograph manager, says many curiosity seekers come in to the theatre to ask about the slaying of gangster John Dillinger in front of the house 25 years ago. . . . Howard Adolph was named Surf night manager. . . . Dave Arlen, who was with Balaban and Katz publicity department for 17 years, resigned and bought an interest in the W. H. Wexburg Advertising Agency where he will specialize in part in theatre advertising. . . . Mrs. Herman Couston, wife of the Columbia exchange booker, is better after hospitalization.

## CINCINNATI

Dale Stevens, motion picture reviewer, Post & Times-Star, commented recently that "one of the nicest things to happen lately in the movie business has been the Golden Age Club." He noted that four downtown first-run houses have distributed more than 25,000 membership cards to those over 60 years of age since the club was started last October. . . . Fifteen contestants have entered a popularity contest at Dixie Garden Drive-In, Covington, Ky. The contest ends Aug. 8, and the winner will be awarded an all-expense vacation in Miami Beach. . . . Frank Collins, general manager, Chakeres Circuit, Springfield, O., was in Lexington, Ky., to inspect the circuit's new Eastland Bowling Lanes, scheduled to open Sept. 1. . . . National Theatre Supply is installing new sound and projection equipment in the neighborhood Regal, owned by Jack Goldman. . . . Ohio State Association, AITSE, held its summer meeting in Hamilton, O., at the home of Gus

Betz with Local 136 as host. Richard Walsh, president, and John A. Shuff, vice president, AITSE, were guests.

## DALLAS

An explosion and fire wrecked a West Dallas frame house and destroyed thousands of feet of movie film, last week. The house was being used as a film storage warehouse by H. A. Greenland, of New Orleans, La., who operates a number of theatres including the Strand here. Fire department officials estimated damage to the house at \$1,000. Strand officials valued the hundreds of reels of 35 mm film at about \$1,500. . . . Rosalind Russell was tapped as a Dallas visitor in September to pick up a special fashion award from Neiman-Marcus for, among other reasons, her dazzling wardrobe display in "Auntie Mame." . . . The McLendon organization is moving into the field of motion picture distribution. Following a highly successful premiere of "The Killer Shrews" and "The Giant Gila Monster," in Dallas, Fort Worth and in 11 theatres in smaller nearby communities, Gordon McLendon, president of McLendon Radio Pictures, which produced the two films, announced formation of McLendon Radio Pictures Distributing Company.

## DENVER

Jules Needelman, formerly a salesman in the Columbia Pictures Los Angeles exchange, has been promoted to branch manager of the Denver exchange, it has been announced by Rube Jackter, Columbia vice-president and general sales manager. Needelman succeeds R. C. Hill who will stay on in an advisory capacity. Needelman joined Columbia in May, 1939. He became a traveling auditor in April 1947 and was transferred to the Los Angeles branch as a salesman in January, 1950.

## DETROIT

Michael Rubin, 23, son of Harry Rubin who operates the State, Benton Harbor, Mich., suffered multiple injuries in a recent auto accident. Young Rubin, a Stanford student who was attending summer school at the University of Michigan, was driving his car, especially equipped because he is a polio victim, from Detroit to Ann Arbor when the vehicle got out of control and overturned. Both legs were broken, his jaw fractured and he suffered possible internal injuries.

## JACKSONVILLE

Fred Mathis, Paramount manager, and Herman Allen, the firm's office manager, were hosts to many exhibitors of the area at an advance invitational screening of "That Kind of Woman." . . . Johnny Tomlinson, Warner manager, and his staff welcomed a large group of exhibitors, law enforcement officials and local VIPs to a special Monday morning screening of "The FBI Story" at the Florida. . . . Jim Carey, manager of Loew's Normandy Twin Outdoorer, is now doubling as a radio reporter of motion picture news for Station WPDQ. . . . Hal Stanton, manager of the Warnor, Fort Lauderdale, formerly a local theatre manager and organist, visited briefly with old friends here while en route to his south Florida home after vacationing in New York and Chicago. . . . The first newspaper layout to advertise Sheldon Mandell Theatres, Inc., consisting of the first-run St. Johns and Five Points, appeared in the Sunday Times-Union of July 26. Mandell and his brother-in-law, Arthur Steele, began operating the Five Points July 29 with a grand opening of

(Continued on page 26)

# Help Us Serve You, Mr. Theatre Manager!

And you can do this by checking your shows  
no later than 10:00 A.M. on Saturdays, Sun-  
days and holidays.

As you know, the exchanges' shipping room  
closes at noon on these days.

Don't wait until it's too late—help us prevent  
any missouts!

# CLARK TRANSFER, INC.

829 North 29th St.  
Phila. 30, Pa.  
LOcust 4-3450

1638 Third St. N.E.  
Washington, D.C.  
DUpont 7-7200

Formerly Highway Express Lines, Inc.



**AL CAPONE (AA)**

Todd Cinestage, Chicago (*\$11,600)	11 wks.	171%
Paramount, Boston (*\$12,000)	3 "	128%
B'way-Capitol, Detroit (*\$16,460)	2 "	84%
Palms, Detroit (*\$16,210)	3 "	129%
Rialto, Louisville (*\$8,200)	2 "	94%
Victoria, New York (*\$19,450)	12 "	137%
Stanton, Philadelphia (*\$14,380)	4 "	106%
Orpheum, Omaha (*\$8,350)	2 "	94%
Fox, St. Louis (*\$14,500)	2 "	114%
Golden Gate, San Francisco (*\$14,080)	3 "	133%
Coliseum, Seattle (*\$8,900)	3 "	79%

**ALIAS JESSE JAMES (UA)**

State Lake, Chicago (*\$31,900)	2 "	69%
Memorial, Boston (*\$14,920)	2 "	80%
United Artists, Louisville (*\$10,120)	1 "	100%
Astor, New York (*\$24,230)	6 "	70%
Goldman, Philadelphia (*\$15,000)	2 "	70%
Golden Gate, San Francisco (*\$14,080)	2 "	84%
Coliseum, Seattle (*\$8,900)	2 "	112%

**ANATOMY OF A MURDER (COL.)**

Criterion, New York (*\$29,500)	2 "	182%
United Artists, Detroit (*\$14,650)	1 "	171%
Woods, Chicago (*\$19,400)	2 "	216%
United Artists, Detroit (*\$8,810)	3 "	246%
United Artists, Louisville (*\$7,690)	2 "	137%
Gary, Boston (*\$11,100)	2 "	149%

**ASK ANY GIRL (MGM)**

Woods, Chicago (*\$22,900)	4 "	64%
Saxon, Boston (*\$11,530)	5 "	81%
Adams, Detroit (*\$11,350)	4 "	73%
Radio City, New York (*\$139,680)	4 "	102%
Stanley, Philadelphia (*\$20,000)	2 "	63%
Loew's, St. Louis (*\$13,900)	2 "	83%
Blue Mouse, Seattle (*\$9,250)	1 "	65%

**BEAT GENERATION (MGM)**

Warfield, San Francisco (*\$11,880)	1 "	101%
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**BIG CIRCUS**

Roxy, New York (*\$52,600)	1 "	133%
Omaha, Omaha (*\$5,450)	1 "	202%
Midtown, Philadelphia (*\$9,000)	2 "	105%

**COMPULSION (20th FOX)**

Woods, Chicago (*\$22,900)	4 "	96%
Gary, Boston (*\$18,190)	4 "	80%
Fox, Detroit (*\$15,440)	1 "	117%
Rialto, Louisville (*\$8,200)	1 "	61%
Rivoli, New York (*\$17,810)	11 "	76%
Viking, Philadelphia (*\$8,270)	5 "	102%
Omaha, Omaha (*\$6,810)	1 "	59%
St. Louis, St. Louis (*\$15,400)	1 "	104%
Fox, San Francisco (*\$13,850)	2 "	87%
Fifth Ave., Seattle (*\$9,500)	2 "	72%

**COUNT YOUR BLESSINGS (MGM)**

Oriental, Chicago (*\$22,000)	3 "	74%
State, Boston (*\$13,960)	2 "	54%
Adams, Detroit (*\$11,350)	2 "	62%
United Artists, Louisville (*\$10,120)	1 "	40%
Radio City, New York (*\$139,680)	4 "	97%
Loew's, St. Louis (*\$13,900)	1 "	72%
Warfield, San Francisco (*\$11,880)	2 "	84%
Music Box, Seattle (*\$5,200)	2 "	60%
Stanley, Philadelphia (*\$17,650)	1 "	68%

**DARBY O'GILL AND THE LITTLE PEOPLE (BV)**

Normandie, New York (*\$11,430)	2 "	131%
Garrick, Chicago (*\$14,300)	3 "	91%

**DIARY OF ANNE FRANK (20th FOX)**

McVickers, Chicago (*\$16,500)	7 "	76%
Saxon, Boston (*\$11,530)	7 "	80%
Palace, New York (*\$18,110)	15 "	108%
Palace, New York (*\$18,110) Cont.	1 "	108%
Midtown, Philadelphia (*\$13,420)	6 "	88%

**DON'T GIVE UP THE SHIP (PAR.)**

Chicago, Chicago (*\$31,800)	2 "	72%
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Astor, Boston (*\$10,200)	3 "	104%
Viking, Philadelphia (*\$8,270)	2 "	121%
Omaha, Omaha (*\$6,810)	2 "	121%

**FIVE PENNIES (PAR.)**

Esquire, Chicago (*\$10,700)	4 "	181%
Paramount, Boston (*\$12,000)	4 "	96%
Capitol, New York (*\$24,650)	4 "	187%

**GIDGET (COL)**

Garrick, Chicago (*\$12,700)	2 "	70%
Pilgrim, Boston (*\$5,920)	1 "	152%
B'way-Capitol, Detroit (*\$16,460)	1 "	115%
Kentucky, Louisville (*\$5,880)	1 "	102%
Viking, Philadelphia (*\$8,270)	1 "	84%
Orpheum, Omaha (*\$8,350)	1 "	78%
Fox, St. Louis (*\$14,500)	1 "	124%
Coliseum, Seattle (*\$8,900)	1 "	104%

**GIGI (MGM)**

Loop, Chicago (*\$12,900)	19 "	121%
Beacon Hill, Boston (No Record)	23 "	\$11,000 Ave.
T-L Krim, Detroit (*\$4,620)	3 "	115%
United Artists, Louisville (*\$10,120)	1 "	79%
Sutton, New York (No Record)	34 "	\$19,825 Ave.
Stage Door, San Fran. (No Record)	52 "	\$ 8,710 Ave.
Music Hall, Seattle (*\$6,700)	3 "	87%

**GOLD RUSH (LOPERT)**

Beacon Hill, Boston (*\$11,850)	2 "	55%
Capri, Boston (*\$9,100)	2 "	63%
Translux, Philadelphia (*\$4,900)	1 "	112%

**GREEN MANSIONS (MGM)**

Oriental, Chicago (*\$22,000)	3 "	100%
Orpheum, Boston (*\$19,960)	2 "	53%
Adams, Detroit (*\$11,350)	2 "	64%
United Artists, Louisville (*\$10,120)	1 "	79%
Radio City, New York (*\$139,680)	5 "	108%
Translux, Philadelphia (*\$4,900)	6 "	107%
State, Omaha (*\$6,400)	1 "	55%
Loew's, St. Louis (*\$13,900)	1 "	108%
Warfield, San Francisco (*\$11,880)	3 "	92%
Blue Mouse, Seattle (*\$9,250)	2 "	56%

**GUNFIGHT AT DODGE CITY (UA)**

Monroe, Chicago (*\$5,520)	1 "	109%
Orpheum, St. Louis (*\$9,500)	1 "	42%

**HANGMAN (PAR.)**

Fox, Detroit (*\$15,440)	1 "	78%
Omaha, Omaha (*\$6,810)	1 "	73%
Music Hall, Seattle (*\$6,700)	1 "	90%

**HERCULES (WB)**

Pilgrim, Boston (*\$5,920)	3 "	242%
Mary Anderson, Louisville (*\$4,880)	3 "	202%
B'way Capitol, Detroit (*\$10,120)	3 "	244%
Paramount, San Francisco (*\$13,410)	1 "	246%

**HOLE IN THE HEAD (UA)**

Oriental, Chicago (*\$22,000)	5 "	180%
State, Boston (*\$10,310)	3 "	178%
Goldman, Philadelphia (*\$10,750)	1 "	325%

**HORSE SOLDIERS (UA)**

State Lake, Chicago (*\$31,900)	4 "	91%
Orpheum, Boston (*\$19,960)	4 "	88%
Palms, Detroit (*\$16,210)	2 "	154%
United Artists, Louisville (*\$10,120)	2 "	104%
Astor, New York (*\$24,230)	2 "	186%
Fox, Philadelphia (*\$14,925)	2 "	184%
United Artists, San Francisco (*\$9,940)	2 "	206%
Coliseum, Seattle (*\$8,900)	2 "	149%

**IMITATION OF LIFE (U-I)**

Roosevelt, Chicago (*\$20,900)	10 "	136%
State, Boston (*\$13,960)	6 "	115%
Madison, Detroit (*\$13,920)	9 "	118%
Kentucky, Louisville (*\$5,880)	12 "	100%
Roxy, New York (*\$54,460)	6 "	112%
Arcadia, Philadelphia (*\$8,590)	11 "	128%

## HOW WAS BUSINESS?

A contrast study of the First and Second Quarters of 1959, indicating the dramatic drop occasioned by fewer and less gifted feature pictures.

City		Average Weekly Gross					
		1st Quarter (13 wks)		2nd Quarter (13 wks)			
NEW YORK	(in 14 first-runs)	1st	\$444,450	2nd	\$438,785	Down	1%
CHICAGO	(in 13 first-runs)	1st	\$244,050	2nd	\$229,170	Down	6%
BOSTON	(in 13 first-runs)	1st	\$169,440	2nd	\$158,310	Down	7%
PHILADELPHIA	(in 10 first-runs)	1st	\$131,140	2nd	\$113,090	Down	14%
DETROIT	(in 9 first-runs)	1st	\$130,120	2nd	\$126,520	Down	3%
SAN FRANCISCO	(in 9 first-runs)	1st	\$119,070	2nd	\$107,870	Down	9%
SEATTLE	(in 6 first-runs)	1st	\$ 55,550	2nd	\$ 37,990	Down	32%
ST. LOUIS	(in 5 first-runs)	1st	\$ 59,000	2nd	\$ 49,430	Down	16%
LOUISVILLE	(in 5 first-runs)	1st	\$ 38,730	2nd	\$ 32,590	Down	16%
OMAHA	(in 4 first-runs)	1st	\$ 30,940	2nd	\$ 24,650	Down	20%
TOTAL AVERAGE WEEKLY GROSS:		1st	\$1,422,945	2nd	\$1,318,405	Down	7%

# THE Tip-off

## ON BUSINESS

An Exclusive MOTION PICTURE EXHIBITOR Estimate, based on data assembled by an experienced field staff, and drawn from other industry sources.

Average reported grosses for a preceding 13-week period are used as a comparative. This estimate covers 47 features in more than 300 first-run engagements.

**\*INDICATES ESTIMATED AVERAGE WEEKLY GROSS OF THAT THEATRE FOR THE FIRST 13 WEEKS OF 1959.**

**\*\*INDICATES ESTIMATED AVERAGE WEEKLY GROSS OF THAT THEATRE FOR THE SECOND 13 WEEKS OF 1959.**

Orpheum, Omaha (*\$8,350)	2 "	93%
St. Louis, St. Louis (*\$15,400)	3 "	112%
Golden Gate, San Francisco (*\$14,080)	4 "	116%
Blue Mouse, Seattle (*\$9,250)	4 "	52%

**IT HAPPENED TO JANE (COL.)**

Roosevelt, Chicago (*\$20,900)	3 "	80%
Astor, Boston (*\$10,200)	6 "	75%
United Artists, Detroit (*\$14,650)	2 "	40%
Rialto, Louisville (*\$8,200)	2 "	80%
Viking, Philadelphia (*\$8,270)	2 "	121%
Orpheum, Omaha (*\$8,350)	1 "	78%
Fox, St. Louis (*\$14,500)	1 "	83%
Paramount, San Francisco (*\$13,410)	2 "	75%
Fifth Ave., Seattle (*\$9,500)	2 "	72%

**JOHN PAUL JONES (WB)**

Rivoli, New York (*\$17,810)	4 "	72%
Roosevelt, Chicago (*\$21,230)	2 "	78%

**LAST TRAIN TO BOOT HILL**

Roosevelt, Chicago (*\$21,230)	1 "	146%
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**MIDDLE OF THE NIGHT (COL.)**

Odeon, New York (*\$14,710)	4 "	126%
Palms, Detroit (*\$19,800)	2 "	102%
T-L Krim, Detroit (*\$6,000)	1 "	183%
Translux, Philadelphia (*\$4,450)	2 "	280%

**MYSTERIANS (MGM)**

Roosevelt, Chicago (*\$20,900)	2 "	72%
Orpheum, Boston (*\$19,960)	2 "	68%
Adams, Detroit (*\$11,350)	2 "	100%
United Artists, Louisville (*\$10,120)	1 "	54%
Loew's St. Louis (*\$13,900)	1 "	61%
Warfield, San Francisco (*\$11,880)	2 "	93%
Orpheum, Seattle (*\$12,800)	1 "	60%

**NAKED MAJA (UA)**

United Artists, Chicago (*\$21,500)	2 "	53%
Gary, Boston (*\$18,190)	2 "	61%
Michigan, Detroit (*\$18,190)	1 "	91%
United Artists, Louisville (*\$10,120)	1 "	35%
Randolph, Philadelphia (*\$15,770)	2 "	56%
St. Francis, San Francisco (*\$14,380)	2 "	70%
Orpheum, Seattle (*\$12,800)	1 "	31%

**NIGHT OF THE QUARTER MOON (MGM)**

Garrick, Chicago (*\$12,700)	1 "	63%
Memorial, Boston (*\$14,920)	2 "	100%
Fox, Detroit (*\$15,440)	1 "	117%
Brown, Louisville (*\$7,380)	1 "	48%
Capitol, New York (*\$24,650)	3 "	74%
Stanton, Philadelphia (*\$14,380)	2 "	54%
State, Omaha (*\$6,400)	1 "	110%
Warfield, San Francisco (*\$11,880)	2 "	77%
Orpheum, Seattle (*\$12,800)	1 "	23%

**NORTH BY NORTHWEST (MGM)**

United Artists, Chicago (*\$17,800)	3 "	217%
Adams, Detroit (*\$8,650)	2 "	180%

**NUN'S STORY (WB)**

Metropolitan, Boston (*\$17,080)	4 "	130%
Michigan, Detroit (*\$18,190)	4 "	110%
Radio City, New York (*\$139,680)	3 "	125%
Chicago, Chicago (*\$22,480)	3 "	137%



Randolph, Philadelphia (\*\$15,770) 2 " ...152%  
St. Francis, San Francisco (\*\$14,380) 1 " ...189%  
Orpheum, Omaha (\*\$6,590) 2 " ...152%  
St. Louis, St. Louis (\*\$12,800) 2 " ...137%

**PORGY AND BESS (COL)**  
Warner, New York (\*\$23,250) 4 " ...159%

**PORK CHOP HILL (UA)**  
State Lake, Chicago (\*\$31,900) 3 " ...57%  
Memorial, Boston (\*\$14,920) 1 " ...94%  
Palms, Detroit (\*\$16,210) 2 " ...123%  
Roxy, New York (\*\$54,460) 4 " ...71%  
Fox, Philadelphia (\*\$14,925) 2 " ...111%  
Orpheum, St. Louis (\*\$9,500) 2 " ...72%  
Golden Gate, San Francisco (\*\$14,080) 2 " ...113%  
Orpheum, Seattle (\*\$12,800) 3 " ...53%

**RIO BRAVO (20th FOX)**  
Chicago, Chicago (\*\$31,800) 4 " ...87%  
Memorial, Boston (\*\$14,920) 4 " ...101%  
Palms, Detroit (\*\$16,210) 4 " ...133%  
Mary Anderson, Louisville (\*\$7,150) 4 " ...98%  
Roxy, New York (\*\$54,460) 4 " ...97%  
Stanton, Philadelphia (\*\$14,380) 5 " ...96%  
Orpheum, Omaha (\*\$8,350) 2 " ...135%  
Omaha, Omaha (\*\$6,810) 1 " ...73%  
Fox, St. Louis (\*\$14,500) 2 " ...110%  
Paramount, San Francisco (\*\$13,410) 4 " ...116%  
Orpheum, Seattle (\*\$12,800) 4 " ...66%

**ROOM AT THE TOP (CONT.)**  
Esquire, Chicago (\*\$10,700) 9 " ...118%  
Kenmore, Boston (\*\$6,610) 10 " ...146%  
United Artists, Detroit (\*\$14,650) 3 " ...46%  
Fine Arts, New York (\*\$9,280) 15 " ...184%  
Fifth Ave., Seattle (\*\$9,500) 2 " ...87%

**SAY ONE FOR ME (20th FOX)**  
Memorial, Boston (\*\$14,920) 3 " ...173%  
Fox, Detroit (\*\$15,440) 3 " ...91%  
Paramount, New York (\*\$27,040) 3 " ...174%  
Rialto, Louisville (\*\$9,220) 3 " ...100%  
Arcadia, Philadelphia (\*\$8,590) 1 " ...117%  
Orpheum, Omaha (\*\$8,350) 2 " ...102%  
St. Louis, St. Louis (\*\$15,400) 3 " ...80%  
Fox, San Francisco (\*\$13,850) 1 " ...123%  
Paramount, Seattle (\*\$9,900) 1 " ...105%

**SHAGGY DOG (BV)**  
Garrick, Chicago (\*\$12,700) 12 " ...134%  
Metropolitan, Boston (\*\$17,080) 4 " ...142%  
Michigan, Detroit (\*\$18,190) 4 " ...125%  
Rialto, Louisville (\*\$8,200) 4 " ...190%  
Odeon, New York (\*\$14,710) 8 " ...120%  
Randolph, Philadelphia (\*\$15,770) 6 " ...100%  
State, Omaha (\*\$6,400) 5 " ...120%  
Orpheum, St. Louis (\*\$9,500) 7 " ...93%  
Fox, San Francisco (\*\$13,850) 3 " ...150%  
Fifth Ave., Seattle (\*\$9,500) 5 " ...151%

**SHAKE HANDS WITH THE DEVIL (UA)**  
State Lake, Chicago (\*\$31,900) 2 " ...52%  
Palms, Detroit (\*\$16,210) 1 " ...105%

Mary Anderson, Louisville (\*\$7,150) 1 " ...56%  
Randolph, Philadelphia (\*\$15,770) 2 " ...57%  
Orpheum, Omaha (\*\$8,350) 1 " ...60%  
Loew's, St. Louis (\*\$13,900) 1 " ...57%  
Golden Gate, San Francisco (\*\$14,080) 2 " ...87%  
Orpheum, Seattle (\*\$12,800) 1 " ...38%

**SLEEPING BEAUTY (BV)**  
State Lake, Chicago (\*\$31,900) 12 " ...100%  
Gary, Boston (\*\$18,190) 8 " ...116%  
United Artists, Detroit (\*\$14,650) 9 " ...112%  
Brown, Louisville (\*\$7,380) 7 " ...117%  
Criterion, New York (\*\$29,850) 13 " ...96%  
Goldman, Philadelphia (\*\$15,000) 7 " ...139%  
State, Omaha (\*\$6,400) 3 " ...180%  
Pageant, St. Louis (\*\$5,700) 4 " ...125%  
Fox, San Francisco (\*\$13,850) 2 " ...114%  
Blue Mouse, Seattle (\*\$9,250) 7 " ...113%  
Music Box, Seattle (\*\$5,200) 2 " ...80%  
Fox, Detroit (\*\$14,380) 2 " ...91%

**SOME LIKE IT HOT (UA)**  
United Artists, Chicago (\*\$21,500) 13 " ...105%  
Orpheum, Boston (\*\$19,960) 9 " ...123%  
Michigan, Detroit (\*\$18,190) 6 " ...126%  
United Artists, Louisville (\*\$10,120) 5 " ...107%  
Loews State, New York (\*No Record) 15 " ...15,300 Ave.  
Stanley, Philadelphia (\*\$19,960) 9 " ...106%  
Loews, St. Louis (\*\$13,900) 6 " ...108%  
United Artists, San Francisco (\*\$9,940) 9 " ...154%  
Paramount, Seattle (\*\$9,900) 9 " ...90%

**SOUND AND THE FURY (20th FOX)**  
Oriental, Chicago (\*\$22,000) 2 " ...100%  
Astor, Boston (\*\$10,200) 5 " ...81%  
Fox, Detroit (\*\$15,440) 2 " ...94%  
Rialto, Louisville (\*\$8,200) 2 " ...95%  
Paramount, New York (\*\$27,040) 5 " ...110%  
Fox, Philadelphia (\*\$14,925) 3 " ...93%  
Orpheum, Omaha (\*\$8,350) 1 " ...66%  
St. Louis, St. Louis (\*\$15,400) 1 " ...100%  
Fox, San Francisco (\*\$13,850) 2 " ...83%  
Coliseum, Seattle (\*\$8,900) 2 " ...90%

**TEMPEST (PAR.)**  
Chicago, Chicago (\*\$31,800) 2 " ...54%  
Paramount, Boston (\*\$12,000) 2 " ...125%  
Pilgrim, Boston (\*\$5,920) 1 " ...135%  
Palms, Detroit (\*\$16,210) 2 " ...114%  
Kentucky, Louisville (\*\$5,880) 1 " ...102%  
Capitol, New York (\*\$24,650) 5 " ...108%  
Randolph, Philadelphia (\*\$15,770) 2 " ...75%  
Omaha, Omaha (\*\$6,810) 1 " ...88%  
St. Louis, St. Louis (\*\$15,400) 2 " ...71%  
St. Francis, San Francisco (\*\$14,380) 3 " ...77%  
Fifth Ave., Seattle (\*\$9,500) 2 " ...68%

**THIS EARTH IS MINE (U-I)**  
Madison, Detroit (\*\$13,920) 4 " ...107%  
Roxy, New York (\*\$54,460) 3 " ...104%  
Stanton, Philadelphia (\*\$14,380) 2 " ...122%  
Fox, St. Louis (\*\$14,500) 1 " ...103%  
Golden Gate, San Francisco (\*\$14,080) 2 " ...149%  
Music Box, Seattle (\*\$5,200) 2 " ...96%  
Memorial, Boston (\*\$17,080) 2 " ...102%

**THUNDER IN THE SUN (PAR.)**  
Paramount, Boston (\*\$12,000) 1 " ...71%  
Fox, Detroit (\*\$15,440) 1 " ...91%  
Viking, Philadelphia (\*\$8,270) 2 " ...85%  
Omaha, Omaha (\*\$6,810) 1 " ...73%  
Fox, St. Louis (\*\$14,500) 1 " ...93%  
Paramount, San Francisco (\*\$13,410) 1 " ...89%  
Fifth Ave., Seattle (\*\$9,500) 2 " ...58%

**WARLOCK (20th FOX)**  
Oriental, Chicago (\*\$22,000) 2 " ...84%  
Memorial, Boston (\*\$14,920) 2 " ...127%  
Fox, Detroit (\*\$15,440) 1 " ...91%  
Rialto, Louisville (\*\$8,200) 1 " ...65%  
Paramount, New York (\*\$27,040) 4 " ...98%  
Fox, Philadelphia (\*\$14,925) 2 " ...84%  
Orpheum, Omaha (\*\$8,350) 1 " ...60%  
Fox, St. Louis (\*\$14,500) 1 " ...83%  
Fox, San Francisco (\*\$13,850) 2 " ...83%  
Coliseum, Seattle (\*\$8,900) 1 " ...90%

**WATUSI (MGM)**  
State, Boston (\*\$13,960) 2 " ...61%  
Fox, Detroit (\*\$15,440) 1 " ...71%  
Brown, Louisville (\*\$7,380) 1 " ...61%  
Goldman, Philadelphia (\*\$15,000) 1 " ...45%  
Loew's, St. Louis (\*\$13,900) 1 " ...58%  
Warfield, San Francisco (\*\$11,880) 2 " ...70%  
Orpheum, Seattle (\*\$12,800) 1 " ...44%

**WOMAN OBSESSED (20th FOX)**  
McVickers, Chicago (\*\$16,500) 3 " ...26%  
Metropolitan, Boston (\*\$17,080) 3 " ...43%  
Fox, Detroit (\*\$15,440) 1 " ...78%  
Paramount, New York (\*\$27,040) 3 " ...97%  
Goldman, Philadelphia (\*\$15,000) 2 " ...53%  
Orpheum, Omaha (\*\$8,350) 1 " ...66%  
St. Louis, St. Louis (\*\$15,400) 1 " ...52%  
Fox, San Francisco (\*\$13,850) 1 " ...60%  
Fifth Ave., Seattle (\*\$9,500) 1 " ...55%

**WORLD, FLESH AND THE DEVIL (MGM)**  
Woods, Chicago (\*\$22,900) 4 " ...79%  
State, Boston (\*\$13,960) 2 " ...68%  
Adams, Detroit (\*\$11,350) 2 " ...88%  
Brown, Louisville (\*\$7,380) 1 " ...48%  
Capitol, New York (\*\$24,650) 4 " ...75%  
Goldman, Philadelphia (\*\$15,000) 2 " ...40%  
Orpheum, St. Louis (\*\$9,500) 1 " ...63%  
Music Box, Seattle (\*\$5,200) 2 " ...102%

**YOUNG PHILADELPHIANS (WB)**  
Chicago, Chicago (\*\$31,800) 4 " ...61%  
Gary, Boston (\*\$18,200) 7 " ...48%  
Capri, Boston (\*\$6,380) 1 " ...100%  
Michigan, Detroit (\*\$18,190) 2 " ...100%  
Mary Anderson, Louisville (\*\$7,150) 3 " ...79%  
Criterion, New York (\*\$29,850) 6 " ...64%  
Stanley, Philadelphia (\*\$19,960) 5 " ...91%  
Omaha, Omaha (\*\$6,810) 2 " ...101%  
St. Louis, St. Louis (\*\$15,400) 2 " ...58%  
St. Francis, San Francisco (\*\$14,380) 3 " ...77%  
Blue Mouse, Seattle (\*\$9,250) 2 " ...34%

## JACKSONVILLE

(Continued from page 24)

"Anatomy of a Murder," after acquiring the theatre from Bill Beck and his father, Dick Beck . . . Harley Bellamy, Mandell's assistant at the St. Johns for the past several years, was scheduled to be transferred to the suburban Five Points as its new house manager, with assistant Bob Greenleaf to remain at the downtown St. Johns in his place.

## NEW ORLEANS

Lloyd Royal who is distributing his "Natchez Trace" through Howco International Exchanges in the South announces that two Paramount Gulf houses, one Gulf States

They said: "This guy starts where Capone left off!"

THE



means "THE  
BIG OPERATOR"

An Albert Zugsmith Production.

In association with Fryman Enterprises. From M-G-M.

Theatre house and 56 Independent houses, all located on or near the historic Natchez Trace will participate in the 59 theatre world premiere which will stretch from Natchez, Miss. to Nashville, Tenn. . . . Starting Sept. 1, Frank Patterson will do his own buying and booking for the Mansfield, Mansfield, La. . . . Frieda Marilyn Sliman and Phillips Joseph Johnson were married July 23. The bride is the daughter of Mr. and Mrs. Phillip Anthony Sliman, New Iberia, La., theatre owner. . . . Mrs. Agnes Sobert assumed operation of the Royal, Labadieville, La., operated by Anna Molzon for many years. Miss Molzon will assist Mrs. Sobert with the buying and booking for the next two months. . . . Joe Heard who owns and operates theatres in West Monroe, Haynesville, Jena, Sulphur, and De Quincy, La., will do the buying and booking for all four, beginning Sept. 1.

## PHILADELPHIA

Warner Brothers Distributing Corporation's building on 13th Street has been sold; and the exchange is moving back to 1225 Vine Street . . . Mrs. Reba and Miss Muriel Schwartz's Capitol, Dover, Del., had a roof fire while repairs were being made. Firemen got it under control before any damage was done to the theatre proper . . . Columbia held a sneak preview of The Three Stooges' feature "Have Rocket, Will Travel" at the 69th Street, Upper Darby, Pa. . . . The Senate, Harrisburg, Pa., announced that upon presentation of union cards, steel workers and their

families would be admitted at special reduced rates during the strike . . . Ellis Theatres have received the zoning okay and will build a 1200 car drive-in between Chester, Pa., and Wilmington, Del., on the Conchester Highway . . . Benny Harris, American Film, would like it known that he has some new RKO shorts, one and two reelers, now available for bookings. . . . Motion Picture Associates sent out an S.O.S. for blood donors for John Ziegler, husband of United Artists' Elizabeth V. Ziegler (Miss Mac), who is in the Atlantic City, N. J., hospital. Donors can give blood at American Red Cross, 1710 Spruce Street, Phila. . . . The Ridge Avenue Theatre closed last fortnight.

## ST. LOUIS

The Laclede has been closed. The building will be razed to make way for a housing development. The theatre had been operated by Phil Nanos. . . . The Ivanhoe, owned by Speros Karides, had its grand reopening as the Ivanhoe Art Theatre. Karides recently resumed the operation of the Roxy Art. . . . Warner Brothers has scheduled a special trade screening of "The F.B.I. Story" for Monday, August 10, at the St. Louis.

## SALT LAKE CITY

Norman Wilson is now managing the Centre, having come here from Alhambra, Cal., where he was with Vinnicoff Theatre Enterprises for 10 years as assistant manager at the Garfield . . . Blaine Bowles is newly appointed as house manager at the Lyric, replacing Gene Alred.



# SERVICE SECTION

THE CHECK-UP of all Features and Short Subjects  
as reviewed and compiled during the past 12 months

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 24 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVICE SECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issue of each August will always contain a complete annual index. Combined, the yellow paper SERVICE SECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 246-48 N. Clarion St., Philadelphia 7, Penna.



AUGUST 5, 1959

SECTION TWO  
Vol. 62, No. 13

## FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy  
CAR—Cartoon  
COMP—Compilation  
D—Drama  
DOC—Documentary  
MD—Melodrama  
MU—Musical  
W—Western  
NOV—Novelty  
TRAV—Travelogue

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following running time indicate projection and color processes, such as

CS—CinemaScope  
DC—DeLuxe Color  
EC—Eastman Color  
MC—MetroColor  
NA—Naturama  
RE—Reissue  
RS—Regalscope  
SS—SuperScope  
TC—Technicolor  
TE—Technirama  
TR—Trucolor  
VV—VistaVision  
WC—WarnerColor  
C—Other color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and date of issue when MOTION PICTURE EXHIBITOR published the complete analytical review, plus an evaluation of the particular picture's box-office worth.

## . . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classifications of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; B—Objectionable in Part for All; C—Condemned; SC—Separate Classification, follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

A

Accursed, The . . . . .	A2	AA
Affairs of Julie, The . . . . .	For.	
Al Capone . . . . .	A3	AA
Alaskan Passage . . . . .	B	Fox
Alias Jesse James . . . . .	A1	UA
All God's Children . . . . .		WB
Alligator People, The . . . . .	A2	Fox
Anatomy of a Murder . . . . .	SC	Col.
Angry Hills, The . . . . .	A3	MGM
Anna Lucasta . . . . .	A3	UA
Apache Territory . . . . .	A1	Col.
Appointment with a Shadow . . . . .	A2	UI
Arson for Hire . . . . .	A2	AA
As Young as We Are . . . . .	A3	Par.
Ask Any Girl . . . . .	A3	MGM
Atomic Submarine . . . . .		AA
Attack of the Puppet People . . . . .	A1	AI
Auntie Mame . . . . .	A3	WB

## ALLIED ARTISTS

### DISTRIBUTED DURING THE PAST 12 MONTHS

5828 ACCURSED, THE—MD-78m.—Donald Wolfst, Jare Griffiths—4533 (11-26-58)—Okay programmer—English  
5906 AL CAPONE—MD-104m.—Rod Stelger, Fay Spain—4561 (2-25-59)—Well-done crime entry  
5904 ARSON FOR HIRE—MD-68m.—Steve Brodie, Lyn Thomas—4561 (2-25-59)—Routine lower half filler  
5907 BATTLE FLAME—MD-78m.—Scott Brady, Elaine Edwards—4593 (6-3-59)—Okay war programmer  
5914 BIG CIRCUS, THE—108½m.—(CS; TC)—Victor Mature, Red Buttons, Rhonda Fleming—4601 (7-1-59)—Colorful, entertaining circus yarn has names  
5902 COSMIC MAN, THE—MD-72m.—Bruce Bennett, Angela Greene—4553 (1-28-59)—Science fiction entry for the supporting slot  
CRIME AND PUNISHMENT, U. S. A.—D-96m.—George Hamilton, Mary Murphy—4605 (7-15-59)—For the art and specialty spots  
5916 FACE OF FIRE—MD-83m.—Cameron Mitchell, Bettye Ackerman—4605 (7-15-59)—Interesting programmer—Swedish-made  
5824 FRANKENSTEIN—1970—MD-83m.—(CS)—Boris Karloff, Jana Lund—4525 (10-29-58)—Adult horror programmer has Karloff name  
5903 GIANT BEHEMOTH, THE—MD-79m.—Gene Evans, Andre Morell—4573 (4-8-59)—Good science fiction—England  
5901 HOUSE ON HAUNTED HILL—MD-75m.—Vincent Price, Carol Ohmart—4545 (12-24-58)—Okay ghost, horror entry  
5833 IN-BETWEEN AGE—MU-78m.—Terry Dene, Mary Steele—4505 (9-3-58)—British rock 'n' roll dualler—England  
5839 JOHNNY ROCCO—MD-84m.—Richard Eyer, Stephen McNally, Coleen Gray—4541 (12-10-58)—Good programmer  
5813 JOY RIDE—D-64½m.—Rod Fulton, Ann Doran—4533 (11-26-58)—Interesting programmer  
5911 KING OF THE WILD STALLIONS—75m.—(CS; DC)—George Montgomery, Diane Brewster—4609 (7-29-59)—Okay horse opus  
5831 LEGION OF THE DOOMED—75m.—Bill Williams, Dawn Richard—4533 (11-26-58)—Foreign Legion entry for lower half  
5830 LITTLEST HOBO, THE—D-77m.—Buddy Hart, Wendy Stuart—4513 (9-17-58)—Good show for the younger set  
5826 QUEEN OF OUTER SPACE—MD-79½m.—(CS; DC)—Zsa Zsa Gabor, Eric Fleming—4513 (9-17-58)—Okay science fiction entry  
5837 REVOLT IN THE BIG HOUSE—MD-79m.—Gene Evans, Arlene Hunter—4529 (11-12-58)—Good prison story  
5820 SNOWFIRE—W-73m.—(C)—Don Megowan, Molly McGowan—4501 (8-20-58)—Good entry for the youngsters  
5910 SPEED CRAZY—MD-75m.—Brett Halsey, Yvonne Lime—4593 (6-3-59)—For the lower half  
5819 SPY IN THE SKY—MD-74m.—Steve Brodie, Andrea Domburg—4505 (9-3-58)—International intrigue programmer  
5822 UNWED MOTHER—D-74m.—Norma Moore, Robert Vaughn—4533 (11-26-58)—Well-made program entry  
5836 WOLF LARSEN—MD-83m.—Barry Sullivan, Gita Hall—4529 (11-12-58)—Good programmer

### COMING FEATURES IN ORDER OF RELEASE

May LITTLE RASCALS VARIETIES—Compilation  
July THE REBEL SET—Gregg Palmer, Kathleen Crowley  
July SURRENDER HELL—Keith Andes, Susan Cabot

### COMING

ATOMIC SUBMARINE—Arthur Franz, Dick Foran  
BAT, THE—Vincent Price, Agnes Moorehead  
CALLING NORTH POLE—(CS; C)—Curt Jurgens, Dawn Addams  
WEB OF EVIDENCE—Van Johnson, Vera Miles

## AMERICAN INTERNATIONAL

### DISTRIBUTED DURING THE PAST 12 MONTHS

ATTACK OF THE PUPPET PEOPLE—MD-78m.—John Agar, June Kenny—4501 (8-20-58)—Okay programmer  
BRAIN EATERS, THE—MD-60m.—Edwin Nelson, Joanna Lee—4541 (12-10-58)—Routine science fiction  
COOL AND THE CRAZY—MD-76m.—Scott Marlowe, Gigi Perreau—4521 (10-15-58)—Teenage dope meller  
DADDY-'O'—MD-74m.—Dick Contino, Sandra Giles—4609 (7-29-59)—Dualler for teen-age trade  
DRAGSTRIP RIOT—MD-67m.—Gary Clarke, Yvonne Lime—4521 (10-15-58)—Teenage dualler  
HEADLESS GHOST, THE—MD-63m.—Richard Lyon, Liliane Scottane—4609 (7-29-59)—Mild horror for teen-agers  
HELL SQUAD—MD-64m.—Wally Compo, Brandon Carroll—4517 (10-1-58)—Program war meller  
HIGH SCHOOL HELLCATS—MD-70m.—Yvonne Lime, Bret Halsey—4525 (10-29-58)—Teenage problem programmer  
HORRORS OF THE BLACK MUSEUM—MD-95m.—(CS; EC)—Michael Gough, June Cunningham—4577 (4-22-59) Well made horror entry—England  
HOT ROD GANG—CMU—72m.—John Ashley, Jody Fair, Gene Vincent—4525 (10-29-58)—Rock 'n' roll programmer  
HOW TO MAKE A MONSTER—MD-75m.—(Partly color)—Robert H. Harrie—4541 (12-10-58)—Okay horror meller  
NIGHT OF THE BLOOD BEAST—65m.—Michael Emmet, Angela Greene—4533 (11-26-58)—Minor science fiction entry  
OPERATION DAMES—MD-74m.—Eve Meyer, Chuck Henderson—4593 (6-3-59)—For the duallers  
PARATROOP COMMAND—D-83m.—Richard Bakalyan, Carolyn Hughes—4565 (3-11-59)—Effective war programmer  
ROAD RACERS—MD-78m.—Joel Lawrence, Marian Collier—4609 (7-29-59)—Auto racing meller for teen-ager market  
SCREAMING SKULL, THE—MD-70m.—John Hudson, Peggy Webber—4545 (12-24-58)—Okay for the horror program  
SHE GODS OF SHARK REEF—MD-63m.—(C)—Don Durant, Lisa Montell—4534 (11-26-58)—Okay novelty programmer—Made in Hawaii  
SPIDER, THE—MD-72m.—Ed Kemmer, June Kenny—4525 (10-29-58)—Average horror entry  
SUBMARINE SEAHAWK—D-77m.—John Bentley, Brett Halsey—4565 (3-11-59)—Typical sub story for program  
TANK BATTALION—MD-80m.—Don Kelly, Barbara Luna—4517 (10-1-58)—For the lower half  
TANK COMMANDOS—MD-81m.—Robert Barron, Maggie Lawrence—4593 (6-3-59)—Program war meller  
TEENAGE CAVEMAN—MD-65m.—Robert Vaughn, Leslie Bradley—4541 (12-10-58)—For the lower half  
TERROR FROM THE YEAR 5,000—MD-74m.—Ward Costello, Joyce Holden—4541 (12-10-58)—Lower half horror thriller  
WAR OF THE COLOSSAL BEAST—MD-68m.—Sally Fraser, Dean Parkin—4501 (8-20-58)—Fair exploitation programmer

## PLEASE NOTE . . .

This yellow paper SERVICE SECTION is corrected, re-edited, and brought up to date every second week;—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder. Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF



## B

Bad Girl..... For.  
 Bandit of Zhohe, The..... A1 Col.  
 Barbarian and the Geisha, The..... A1 Fox  
 Bat, The..... AA  
 Battle Flame..... A1 AA  
 Battle of the Coral Sea..... Col.  
 Beat Generation, The..... B MGM  
 Bell Book and Candle..... A3 Col.  
 Beloved Infidel..... Fox  
 Ben Hur..... MGM  
 Bend of the River—RE..... A1 U-I  
 Best of Everything, The..... Fox  
 Big Barrier, The..... For.  
 Big Circus, The..... A1 AA  
 Big Country, The..... A2 UA  
 Big Fisherman, The..... A1 Misc.  
 Big Operator, The..... A3 MGM  
 Black Orchid, The..... A1 Par.  
 Bloh, The..... A2 Par.  
 Blonde in 402, The..... UA  
 Blood Of Bataan..... For.  
 Blood of the Vampire..... B UI  
 Blue Angel, The..... Fox  
 Blue Denim..... Fox  
 Born Reckless..... B WB  
 Born to Be Loved..... A2 U-I  
 Brain Eaters, The..... A2 A-I  
 Bramble Bush, The..... WB  
 Breath of Scandal, A..... Par.  
 Buccaneer, The..... A1 Par.  
 But Not for Me..... Par.

## C

Calne Mutlry, The—RE..... A1 Col.  
 Call Girls..... For.  
 Calling North Pole..... AA  
 Captain from Kopenick, The..... A1 For.  
 Career..... WB  
 Cash McCall..... UA  
 Cast A Long Shadow..... For.  
 Cat, The..... A3 MGM  
 Cat on a Hot Tin Roof..... For.  
 Circle, The..... For.  
 Circus of Love..... Col.  
 City After Midnight..... A2 Col.  
 City of Fear..... Col.  
 Comanche Station..... A3 Fox  
 Compulsion..... Fox  
 Condemned Patrol..... For.  
 Contraband Spain..... A3 AI  
 Cool and The Crazy..... B UA  
 Cop Hater..... A1 AA  
 Cosmic Man, The..... A2 For.  
 Cosmic Monsters, The..... A3 MGM  
 Count Your Blessings..... UA  
 Counterplot..... A2 For.  
 Crawling Eye, The..... A3 AA  
 Crime and Punishment U. S. A..... Col.  
 Crimson Kimono, The..... For.  
 Cry from the Streets, A..... A2 For.  
 Cry Tough..... UA  
 Curse of the Faceless Man, The..... A2 UA  
 Curse of the Undead..... A2 U-I

## D

Daddy-O..... B A-I  
 Damn Yankees..... A3 WB  
 Dangerous Exile..... A1 For.  
 Darby O'Gill and the Little People..... A1 Misc.  
 Date With Death, A..... Misc.  
 Day of the Outlaw..... A3 UA  
 Deadly Decision..... For.  
 Decks Ran Red, The..... A3 MGM  
 Desert Desperadoes..... For.  
 Devil's Disciple, The..... UA  
 Diary of Anne Frank..... A1 Fox  
 Diary of a High School Bride..... A3 AI  
 Doctor's Dilemma, The..... A3 MGM  
 Dog of Flanders, A..... Fox  
 Don't Give Up The Ship..... A3 Par.  
 Dragstrip Girl..... AI  
 Dragstrip Riot..... B AI  
 Dreaming Lips..... For.  
 Dunkirk..... A1 MGM

## E

Eighth Day of the Week, The..... B For.  
 Elephant Gun..... For.  
 Embezzled Heaven..... A1 For.  
 Enchanted Island..... A2 WB  
 Enchanted Mirror, The..... For.  
 Escort West..... A1 UA

## F

Face of Fire..... A1 AA  
 Face of a Fugitive..... A2 Col.  
 FBI Story, The..... WB  
 Fearmakers, The..... A2 UA  
 Fland Who Walked the West, The..... B Fox

## TO BE REVIEWED

DIARY OF A HIGH SCHOOL BRIDE—Anita Leigh  
 DRAGSTRIP GIRL—Fay Spain  
 GHOST IN THE HOUSE—Hot Rod Gang  
 GHOST OF DRAGSTRIP HOLLOW—Jody Fair, Russ Bender  
 JAILBREAKERS, THE—Robert Hutton, Mary Castle  
 REFORM SCHOOL GIRL—Edd "Kookie" Byrnes  
 SIGN OF THE GLADIATOR—(CS; C)—Anita Ekberg, Georges Marchall

## COLUMBIA

## DISTRIBUTED DURING THE PAST 12 MONTHS

ANATOMY OF A MURDER—D-160m.—James Stewart, Lee Remick—4601 (7-1-59)—Superior entertainment  
 314 APACHE TERRITORY—W-75m.—(EC)—Rory Calhoun, Barbara Bates—4513 (9-17-58)—Okay action programmer  
 333 BANDIT OF ZHOBE, THE—MD-80m.—(CS; TC)—Victor Mature, Anne Aubrey—4565 (3-11-59)—Familiar desert action programmer  
 319 BELL, BOOK, AND CANDLE—C-103m.—(TC)—James Stewart, Kim Novak—4526 (10-29-58)—Cute comedy has lots to offer  
 CAINE MUTINY, THE—D-125m.—Humphrey Bogart, May Wynn—4573 (4-8-59)—For the bigger money—Reissue  
 328 CITY OF FEAR—MD-81m.—Vince Edwards, Patricia Blair—4549 (1-14-59)—Interesting programmer  
 338 FACE OF A FUGITIVE—W-81m.—(EC)—Fred MacMurray, Dorothy Green—4581 (5-6-59)—Good western for program  
 330 FORBIDDEN ISLAND—MD-66m.—(C)—Jon Hall, Nan Adams—4557 (2-11-59)—Undersea yarn for lower half  
 313 GHOST OF THE CHINA SEA—MD-79m.—David Brian, Lynn Bernay—4505 (9-3-58)—Strictly lower half fare  
 327 GIDEON OF SCOTLAND YARD—MD-91m.—Jack Hawkins, Anna Lee—4553 (1-28-59)—Satisfactory detective story for the program—England  
 332 GIDGET—C-95m.—(CS; EC)—Sandra Dee, James Darren—4569 (3-25-59)—Entertaining, fun-filled entry  
 GILDA—D-110m.—Rita Hayworth, Glenn Ford—4577 (4-22-59)—Well-made drama with music should get the business—Re.  
 323 GOOD DAY FOR A HANGING—W-85m.—(EC)—Fred MacMurray, Maggie Hayes—4545 (12-24-58)—Average western  
 331 GUNMEN FROM LAREDO—W-67m.—(C)—Robert Knapp, Jana Davi—4561 (2-25-59)—Mediocre western for the program  
 HAVE ROCKET, WILL TRAVEL—C-76m.—The Three Stooges, Anna Lisa—4609 (7-29-59)—Good bet for the kiddies  
 344 H-MAN, THE—MD-79m.—(CS; EC)—Japanese cast—4593 (6-3-59)—Good horror entry—Dubbed in English—Japanese made  
 339 HEY BOY! HEY GIRL!—MU-81m.—Louis Prima, Keely Smith—4577 (4-22-59)—Enjoyable romp for pop music fans  
 343 IT HAPPENED TO JANE—C-98m.—(EC)—Doris Day, Jack Lemmon—4577 (4-22-59)—Highly entertaining comedy  
 334 JUKE BOX RHYTHM—MU-81m.—Jo Morrow, Jack Jones—4569 (3-25-59)—Pop music bonanza for the younger set  
 315 KILL HER GENTLY—MD-73m.—Griffith Jones, Maureen Connell—4517 (10-1-58)—Program filler—England  
 325 LAST BLITZKRIEG, THE—MD-84m.—Van Johnson, Kerwin Mathews—4545 (12-24-58)—Interesting war film  
 316 LAST HURRAH, THE—CD-121m.—Spencer Tracy, Dianne Foster—4521 (10-15-58)—High rating entertainment  
 LEGEND OF TOM DOOLEY—MD-79m.—Michael Landon, Jo Morrow—4601 (7-1-59)—Program meller based on popular folk song  
 321 MAN INSIDE, THE—MD-89m.—Jack Palance, Anita Ekberg—4529 (11-12-58)—Okay adventure yarn  
 MAN IN THE SADDLE—W-87m.—Randolph Scott, Joan Leslie—4581 (5-6-59)—Outdoor show has names to help—Reissue  
 MIDDLE OF THE NIGHT—D-116m.—Kim Novak, Fredric March—4585 (5-20-59)—Absorbing drama has top names  
 322 MURDER BY CONTRACT—D-81m.—Vince Edwards—4542 (12-10-58)—Well done crime story  
 317 MURDER REPORTED—MD-58m.—Paul Carpenter, Melissa Stribling—4526 (10-29-58)—Lower half filler—England  
 ON THE WATERFRONT—MD-108m.—Marlon Brando, Eva Marie Saint—4573 (4-8-59)—Rugged meller rates with the best—Reissue  
 PORGY AND BESS—OPERA-146m.—(Todd-AO; TC)—Sidney Poitier, Dorothy Dandridge—4602 (7-1-59)—Superior entertainment—Goldwyn  
 326 RIDE LONESOME—W-73m.—(CS; C)—Randolph Scott, Karen Steele—4557 (2-11-59)—Good western  
 SANTA FE—W-88m.—Randolph Scott, Janis Carter—4581 (5-6-59)—Good outdoor show—Reissue  
 324 SENIOR PROM—MU-82m.—Jill Corey, Paul Hampton—4546 (12-24-58)—Excellent, tune-filled entry should have wide appeal  
 320 SEVENTH VOYAGE OF SINBAD, THE—FAN-89m.—(TC; DY)—Kervin Mathews, Kathryn Grant—4534 (11-26-58)—High rating fantasy of Arabian Nights type  
 307 TANK FORCE—MD-86m.—(CS; TC)—Victor Mature, Luciana Paluzzi—4506 (9-3-58)—African War action for the program—Eng and  
 318 TARAWA BEACHHEAD—MD-77m.—Kervin Mathews, Julie Adams—4529 (11-12-58)—Satisfactory programmer of Marines in action  
 329 TWO-HEADED SPY, THE—MD-93m.—Jack Hawkins, Gia Scala—4546 (12-24-58)—Good programmer—England  
 342 VERBOTEN—MD-87m.—James Best, Susan Cummings—4571 (3-25-59)—Interesting program entry  
 345 WOMAN EATER, THE—MD-70m.—George Coulouris, Vera Day—4597 (6-17-59)—Mediocre horror entry for program—England  
 311 WHOLE TRUTH, THE—MD-84m.—Stewart Granger, Donna Reed—4506 (9-3-58)—Average whodunit for the program—England  
 337 YOUNG LAND, THE—W-89m.—(T)—Pat Wayne, Yvonne Craig—4577 (4-22-59)—New faces spark western

## COMING FEATURES IN ORDER OF RELEASE

Aug. 30 FT. BRIDE OF CANDY ROCK, THE—Lou Costello, Dorothy Provine

## COMING

BATTLE OF THE CORAL SEA—Cliff Robertson, Gia Scala  
 COMANCHE STATION—(CS; C)—Randolph Scott, Nancy Gates  
 CRIMSON KIMONO, THE—Victoria Shaw, James Shigeta  
 FLYING FONTAINES, THE—(C)—Michael Callan, Evy Norlund  
 FRANZ LISZT STORY, THE—(CS; C)—Dirk Bogarde, Genevieve Page  
 IDOL ON PARADE—William Bendix, Anne Aubrey—England  
 KILLERS OF THE KILIMANJARO—(CS; EC)—Robert Taylor, Anne Aubrey  
 LAST ANGRY MAN, THE—Paul Muni, Betsy Palmer  
 MAN ON A STRING—Ernest Borgnine, Coleen Dewhurst  
 MOUNTAIN ROAD, THE—James Stewart, Lisa Lu  
 MOUSE THAT ROARED, THE—Jean Seberg, Peter Sellers—England  
 ONCE MORE WITH FEELING—(TC)—Yul Brynner, Kay Kendall  
 OUR MAN IN HAVANA—(CS)—Alec Guinness, Maureen O'Hara  
 SATAN'S BUCKET—(CS; C)—Cornel Wilde, Victoria Shaw  
 SUDDENLY LAST SUMMER—Elizabeth Taylor, Montgomery Clift  
 THEY CAME TO CORDURA—(CS; C)—Gary Cooper, Rita Hayworth, Van Heflin  
 THOUSAND AND ONE ARABIAN NIGHTS—(TC)—UPA Cartoon feature  
 TINGLER, THE—Vincent Price, Judith Evelyn  
 YESTERDAY'S ENEMY—Stanley Baker—England

## MGM

## DISTRIBUTED DURING THE PAST 12 MONTHS

916 ASK ANY GIRL—98m.—(CS; MC)—David Niven, Shirley MacLaine, Gig Young—4585 (5-20-59)—Highly amusing comedy  
 921 ANGRY HILLS, THE—MD-105m.—(CS)—Robert Mitchum, Elisabeth Mueller—4594 (6-3-59)—Program meller of Greek resistance movement during World War II  
 923 BEAT GENERATION, THE—MD-95m.—(CS)—Steve Cochran, Mamie Van Doren—4602 (7-1-59)—Offbeat cops and robbers tale  
 901 CAT ON A HOT TIN ROOF—D-108m.—(MC)—Elizabeth Taylor, Paul Newman—4506 (9-3-58)—Well-made filmization of play  
 919 COUNT YOUR BLESSINGS—CD-102m.—(CS; MC)—Deborah Kerr, Rossano Brazzi—4573 (4-8-59)—Entertaining  
 903 DECKS RAN RED, THE—D-83m.—James Mason, Dorothy Dandridge—4517 (10-1-58)—Well-made, suspense shocker  
 909 DOCTOR'S DILEMMA, THE—98m.—(EC)—Leslie Caron, Dirk Bogarde—4546 (12-24-58)—Good for the art spots—England  
 902 DUNKIRK—D-113m.—John Mills, Robert Urquhart—4506 (9-3-58)—Well-made war film—England  
 915 FIRST MAN INTO SPACE—MD-77m.—Marshall Thompson, Marla Landi—4557 (2-11-59)—Okay science fiction for the program  
 914 GREEN MANSIONS—D-101m.—(CS; MC)—Audrey Hepburn, Anthony Perkins—4569 (3-25-59)—Moderately entertaining  
 910 JOURNEY, THE—D-125m.—(TC)—Deborah Kerr, Yul Brynner—4557 (2-11-59)—Exciting entertainment  
 912 MATING GAME, THE—C-96m.—(CS; MC)—Debbie Reynolds, Tony Randall—4561 (2-25-59)—Highly amusing comedy  
 920 MYSTERIANS, THE—MD-85m.—(CS; EC)—Japanese cast—4585 (5-20-59)—Good Japanese science fiction thriller—Made in Japan  
 911 NIGHT OF THE QUARTER MOON—D-96m.—(CS)—Julie London, John Drew Barrymore—4558 (2-11-59)—Off-beat, interesting drama  
 922 NORTH BY NORTHWEST—D-127m.—(VV; TC)—Cary Grant, Eva Marie Saint—4602 (7-1-59)—High rating, entertaining Hitchcock entry

## MOTION PICTURE EXHIBITOR



913 NOWHERE TO GO—MD-89m.—George Nader—4565 (3-11-59)—For the lower half—England  
906 PARTY GIRL—MD-99m.—(CS; MC)—Robert Taylor, Cyd Charisse—4526 (10-29-58)—Plush gangster meller is actioned-pack  
SCAPEGOAT, THE—Alec Guinness, Bette Davis—4610 (7-29-59)—Interesting entry for art spots and some other situations—England  
908 SOME CAME RUNNING—D-136m.—(CS; MC)—Frank Sinatra, Dean Martin—4546 (12-24-58)—Highly interesting and should draw  
904 TORPEDO RUN—MD-98m.—(CS; MC)—Glenn Ford, Diane Brewster—4526 (10-29-58)—Good submarine entry  
907 TOM THUMB—FAN-98m.—(TC)—Russ Tamblyn, June Thorburn—4534 (11-26-58)—High rating entertainment, especially for youngsters—England  
906 TUNNEL OF LOVE, THE—C-98m.—(CS)—Doris Day, Richard Widmark—4521 (10-15-58)—Highly entertaining comedy for adults  
918 WATUSI—MD-85m.—(TC)—George Montgomery, Taina Elg—4578 (4-22-59)—Okay programmer  
917 WORLD, THE FLESH AND THE DEVIL, THE—D-95m.—(CS)—Harry Belafonte, Inger Stevens—4573 (4-8-59)—Unusual highly interesting drama

COMING FEATURES IN ORDER OF RELEASE

Aug. [BIG OPERATOR, THE—Mickey Rooney, Mamie Van Doren  
Sept. FOR THE FIRST TIME—(TC)—Mario Lanza, Zsa Zsa Gabor  
Sept. TARZAN, THE APE MAN—(C)—Denny Miller  
Sept. IT STARTED WITH A KISS—(CS; MC)—Glenn Ford, Debbie Reynolds

COMING

BEN HUR—(Camera 65 MC)—Charlton Heston, Jack Hawkins  
GIRLS' TOWN—Mamie Van Doren, Mel Tormé  
HOME FROM THE HILL—(CS; MC)—Robert Mitchum, Eleanor Parker  
HOUSE OF THE SEVEN HAWKS, THE—(CS; MC)—Robert Taylor, Nicole Maurey  
LAST VOYAGE, THE—(MC)—Robert Stack, Dorothy Malone  
LIBEL—Dirk Bogarde, Olivia DeHavilland—England  
NEVER SO FEW—(CS; MC)—Frank Sinatra, Gina Lollobrigida  
TIME MACHINE, THE—(EC)—Rod Taylor, Yvette Mimieux  
WRECK OF THE MARY DEARE, THE—(CS; C)—Gary Cooper, Charlton Heston

PARAMOUNT

DISTRIBUTED DURING THE PAST 12 MONTHS

5804 AS YOUNG AS WE ARE—D-76m.—Robert Harland, Pippa Scott—4513 (9-17-58)—Satisfactory drama with teen appeal  
5813 BLACK ORCHID, THE—D-96m.—Sophia Loren, Anthony Quinn—4553 (1-28-59)—Fine, entertaining drama  
5801 BLOB, THE—MD-85m.—(DC)—Steven McQueen, Aneta Corsaut—4513 (9-17-58)—Okay science fiction programmer  
5809 BUCCANEER, THE—D-121m.—(VV; TC)—Yul Brynner, Claire Bloom—4546 (12-24-58)—Well-made spectacle has names to help  
5820 DON'T GIVE UP THE SHIP—C-89m.—Jerry Lewis, Dina Merrill—4594 (6-3-59)—Amusing Lewis entry  
5823 FIVE PENNIES, THE—MUCD-117m.—(TC; VV)—Danny Kaye, Barbara Bel Geddes—4581 (5-6-59)—Solid entertainment  
5808 GEISHA BOY, THE—C-98m.—(TC)—Jerry Lewis, Marie McDonald—4534 (11-26-58)—Moderately amusing Jerry Lewis entry  
5818 HANGMAN, THE—W-86m.—Robert Taylor, Tina Louise—4578 (4-22-59)—Western has angles  
5806 HOUSEBOAT—CD-112m.—(VV; TC)—Cary Grant, Sophia Loren—4514 (9-17-58)—Highly entertaining entry  
5807 HOT ANGEL, THE—MD-73m.—Jackie Loughery, Edward Kemmer—4542 (12-10-58)—Actionful programmer  
5802 I MARRIED A MONSTER FROM OUTER SPACE—MD-78m.—Tom Tryon, Gloria Talbott—4522 (10-15-58)—Okay science fiction entry  
5821 LAST TRAIN FROM GUN HILL, THE—W-94m.—(T; VV)—Kirk Douglas, Carolyn Jones—4578 (4-22-59)—Suspenseful, big scale western  
MAN WHO COULD CHEAT DEATH, THE—MD-83m.—(TC)—Anton Diffring, Hazel Court—4602 (7-1-59)—Better than average horror meller—England  
5803 PARTY CRASHERS, THE—MD-78m.—Mark Damon, Connie Stevens—4514 (9-17-58)—Teen-age programmer  
R5815 PLACE IN THE SUN, A—D-122m.—Montgomery Clift, Elizabeth Taylor—4562 (2-25-59)—High rating new version of Theodore Dreiser's "An American Tragedy"—Reissue  
R5819 SHANE—W-117m.—(TC)—Alan Ladd, Jean Arthur—4574 (4-8-59)—Powerful outdoor show—Reissue  
R5816 STALAG 17—CD-120m.—William Holden, Don Taylor—4562 (2-25-59)—Comedy drama of prison war camp is headed for better grosses—Reissue  
TARZAN'S GREATEST ADVENTURE—MD-88m.—(EC)—Gordon Scott, Sara Shane—4597 (6-17-59)—Good series entry should please  
5814 TEMPEST—MD-125m.—(TE; TC)—Silvana Magano, Van Heflin—4553 (1-28-59)—Exciting spectacle  
5817 THUNDER IN THE SUN—W-81m.—(EC)—Susan Hayward, Jeff Chandler—4574 (4-8-59)—Off-beat entry has angles  
5810 TOKYO AFTER DARK—D-80m.—Michi Kobi, Richard Long—4547 (12-24-58)—Fair programmer  
5811 TRAP, THE—MD-84m.—(TC)—Richard Widmark, Tina Louise—4554 (1-28-59)—Interesting, name-packed action drama  
5805 WHEN HELL BROKE LOOSE—D-78m.—Charles Bronson, Violet Rensing—4526 (10-29-58)—Interesting, effective programmer  
5812 YOUNG CAPTIVES, THE—MD-61m.—Steven Marlo, Luana Patten—4558 (2-11-59)—Excellent programmer

COMING

BREATH OF SCANDAL, A—Sophia Loren, Maurice Chevalier, John Gavin  
BUT NOT FOR ME—(VV)—Clark Gable, Carroll Baker  
CAREER—Dean Martin, Shirley MacLaine  
HELLER WITH A GUN—(TC)—Sophia Loren, Anthony Quinn  
JAYHAWKERS, THE—(VV; TC)—Jeff Chandler, Nicole Maurey  
LI'L ABNER—(TC)—Peter Palmer, Leslie Parrish  
ONE-EYED JACKS—(VV; TC)—Marlon Brando, Katy Jurado  
SAVAGE INNOCENTS—(TE)—Anthony Quinn, Yoko Tani  
THAT KIND OF WOMAN—Sophia Loren, Tab Hunter  
TOUCH OF LARCENY—James Mason, Vera Miles—England  
VISIT TO A SMALL PLANET, A—Jerry Lewis, Joan Blackman

20TH CENTURY FOX

DISTRIBUTED DURING THE PAST 12 MONTHS

908 ALASKA PASSAGE—MD-72m.—(CS)—Bill Williams, Nora Hayden—4558 (2-11-59)—Adult programmer  
ALLIGATOR PEOPLE, THE—MD-74m.—(CS)—Beverly Garland, George Macready—4605 (7-15-59)—Satisfactory horror entry for the program  
835 BARBARIAN AND THE GEISHA, THE—D-105m.—(CS; DC)—John Wayne, Eiko Ando—4517 (10-1-58)—Interesting, lavish historical saga  
BLUE DENIM—D-89m.—(CS)—Carol Lynley, Brandon de Wilde—4610 (7-29-59)—Highly exploitable drama about today's youngsters  
915 COMPULSION—D-103m.—(CS)—Orson Welles, Diane Varsi—4558 (2-11-59)—Absorbing, well-made dramatic entertainment  
DIARY OF ANNE FRANK, THE—D-150m.—(CS)—Millie Perkins, Joseph Schildkraut—4569 (3-25-59)—High rating dramatic entry  
831 FIEND WHO WALKED THE WEST, THE—W-100m.—(CS)—Hugh O'Brian, Robert Evans, Dolores Michaels—4506 (9-3-58)—Suspenseful, brutal western  
843 FRONTIER GUN—W-70m.—(RS)—John Agar, Joyce Meadows—4530 (11-12-58)—Lower half western  
832 HARRY BLACK AND THE TIGER—MD-107m.—(CS; DC)—Stewart Granger, Barbara Rush—4514 (9-17-58)—Interesting adventure yarn  
920 HERE COME THE JETS—MD-71m.—Steve Brodie, Lyn Thomas—4594 (6-3-59)—Okay programmer  
HOLIDAY FOR LOVERS—CD-102m.—(CS; DC)—Clifton Webb, Jane Wyman—4605 (7-15-59)—Attractive romantic comedy-drama  
905 I MOBSTER—MD-80m.—(CS)—Steve Cochran, Lita Milan—4549 (1-14-59)—Good gangster tale for the program  
837 IN LOVE AND WAR—D-111m.—(CS; DC)—Robert Wagner, Dana Wynter—4527 (10-29-58)—Well-made entry has good potential  
901 INN OF THE SIXTH HAPPINESS, THE—D-153m.—(CS; DC)—Ingrid Bergman, Curt Jurgens—4535 (11-26-58)—Superior entertainment  
907 INTENT TO KILL—D-89m.—(CS)—Richard Todd, Betsy Drake—4542 (12-10-58)—Good programmer  
833 HUNTERS, THE—MD-108m.—(CS; DC)—Robert Mitchum, May Britt—4502 (8-20-58)—Interesting yarn of Air Force in action  
913 LITTLE SAVAGE—MD-69m.—Pedro Armendariz, Terry Rangno—4570 (3-25-59)—Lower half filler  
911 LONE TEXAN—W-76m.—(RS)—Willard Parker, Audrey Dalton—4554 (1-28-59)—Okay western  
864 MARK OF ZORRO, THE—MD-93m.—(RE)—Tyrone Power, Linda Darnell—4530 (11-12-58)—"Zorro" popularity plus name should see it through  
839 MARDI GRAS—MU-107m.—(CS; DC)—Pat Boone, Christine Carere—4535 (11-26-58)—Enjoyable entertainment  
MIRACLE OF THE HILLS, THE—D-73m.—Rox Reason, June Vincent—4610 (7-29-59)—Satisfactory family entertainment  
841 NICE LITTLE BANK THAT SHOULD BE ROBBED, A—C-87m.—(CS)—Tom Ewell, Dina Merrill—4547 (12-24-58)—Fair comedy  
PRIVATE'S AFFAIR, A—C-92m.—(CS; DC)—Sal Mineo, Christine Carere—4610 (7-29-59)—Amusing, entertaining comedy  
904 RALLY 'ROUND THE FLAG BOYS—C-106m.—(CS; DC)—Paul Newman, Joanne Woodward—4549 (1-14-59)—Cute, highly amusing comedy  
809 REMARKABLE MR. PENNYPACKER, THE—88m.—(CS; DC)—Clifton Webb, Dorothy McGuire—4554 (1-28-59)—Enter tainful, impudent comedy  
RETURN OF THE FLY, THE—MD-80m.—(CS)—Vincent Price, Danielle De Mezt—4606 (7-15-59)—Exploitable horror entry  
842 ROOTS OF HEAVEN, THE—MD-124m.—(CS; DC)—Errol Flynn, Juliette Greco, Trevor Howard—4527 (10-29-58)—Off-beat entry merits attention  
912 SAD HORSE THE—D-78m.—(CS; DC)—David Ladd, Patrice Wymore—4570 (3-25-59)—Good programmer  
918 SAY ONE FOR ME—MU-119m.—(CS; DC)—Bing Crosby, Debbie Reynolds—4597 (6-17-59)—Highly eutertaining, name-packed fun-fest

Fire Under Her Skin..... For.  
First Man Into Space..... A2 MGM  
Five Pennies, The..... A1 Par.  
•Five Gates To Hell..... Fox  
Floods of Fear..... U-I  
•Flying Fontaines, The..... Col.  
Forbidden Island..... B Col.  
Forbidden Paradise..... For.  
•For the First Time..... A1 MGM  
Forbidden Fruit..... B For.  
Four Skulls of Jonathan Drake, The..... A3 UA  
Foxiest Girl In Paris..... For.  
Frankenstein—1970..... A3 AA  
Frankenstein's Daughter..... B Miso.  
•Franz Liszt Story, The..... Col.  
From the Earth to the Moon..... A1 WB  
Frontier Gun..... A2 Fox  
•Fugitive Kind, The..... UA

G

•Gallant Hours, The..... UA  
Geisha Boy, The..... A2 Par.  
•Ghost in the House..... AA  
Ghost of the China Sea..... A1 Col.  
•Ghost of Drag Strip Hollow..... AI  
Giant Behemoth, The..... A2 AA  
Gidget..... A3 Col.  
Gideon of Scotland Yard..... A1 Col.  
Gigantis, The Fire Monster..... A2 WB  
Gilda—RE..... B Col.  
Girl In The Bikini, The..... B For.  
Girl With An Itch..... Miso.  
Girls Are Willing, The..... For.  
Girls, Inc..... Misc.  
Girls, Guns and Gangsters..... UA  
Girls of the Night..... For.  
•Girls' Town..... MGM  
Go, Johnny, Go..... Misc.  
Good Day for a Hanging..... A1 Col.  
Great Is My Country..... For.  
Great St. Louis Bank Robbery, The B UA  
Green Mansions..... A1 MGM  
Gri Gri..... For.  
Guitars Of Love..... For.  
Gun Fight At Dodge City..... A2 UA  
•Gun Runners, The..... A3 UA  
•Guns of the Timberland..... WB  
•Gunfighters of Abilene..... UA  
Gunmen From Laredo..... A2 Col.  
Guns, Girls and Gangsters..... B UA  
Gypsy and the Gentleman, The... For.

H

H-Man, The..... B Col.  
Hanging Tree, The..... A2 WB  
Hangman, The..... A2 Par.  
•Happy Anniversary..... UA  
Happy Is The Bride..... For.  
Harry Black and the Tiger..... A3 Fox  
Have Rocket, Will Travel..... Col.  
He Who Must Die..... A3 For.  
Headless Ghost, The..... B AI  
Helen of Troy—RE..... A2 WB  
Hell Squad..... A2 AI  
•Heller With A Gun..... Par.  
Hercules..... A1 WB  
Here Come The Jets..... A2 Fox  
Heroes and Sinners..... C For.  
Hey Boy, Hey Girl..... A1 Col.  
High School Hellcats..... A3 AI  
Hole In The Head, A..... A2 UA  
Holiday for Lovers..... A2 Fox  
Home Before Dark..... B WB  
•Home From The Hill..... MGM  
Hong Kong Confidential..... A1 UA  
Horrors of the Black Museum..... B AI  
Horse Soldiers, The..... A1 UA  
Horse's Mouth, The..... A3 UA  
Hot Angel, The..... A2 Par.  
Hot Rod Gang..... B AI  
Hound of the Baskervilles..... A2 UA  
•House of the Seven Hawks, The... MGM  
Houseboat..... A2 Par.  
House on Haunted Hill, The..... A2 AA  
How to Make a Monster..... A2 AI  
Hunters, The..... A2 Fox

I

I Married a Monster from Outer Space..... A2 Par.  
I, Mobster..... B Fox  
I Was Monty's Double..... A1 For.  
I Want to Live..... A3 UA  
•Idle On Parade..... Col.  
I'll Give My Life..... Misc  
Imitation Of Life..... A3 U-I  
In Between Age, The..... A1 AA  
In Love and War..... A3 Fox  
Inn of the Sixth Happiness, The... A1 Fox  
Inspector Malgret..... A3 For.  
Intent to Kill..... B Fox  
Invisible Invaders, The..... A1 UA  
Island of Lost Women..... A1 WB  
Isle of Levant, The..... Misc.  
It Happened to Jane..... A1 Col.  
•It Started With A Kiss..... MGM  
It, the Terror from Beyond Space, A1 UA



**J**

• Jailbreakers, The..... A1  
 • Jayhawkers, The..... A1  
 John Paul Jones..... A1  
 Johnny Dark—RE..... A1  
 Johnny Rocco..... A3  
 Jonas..... A3  
 Journey, The..... A3  
 • Journey to the Center of the Earth, A..... Fox  
 Joy Ride..... A2  
 Juke Box Rhythm..... A1

**K**

Kill Her Gently..... A2  
 • Killers of Kilimanjaro..... A1  
 King of the Wild Stallions, The..... A1

**L**

Lady Chatterley's Lover..... C  
 Land of the Pharaohs—Re..... B  
 • Last Angry Man, The..... A2  
 Last Biltzkreig..... A2  
 Last Hurrah, The..... B  
 Last Mile, The..... A2  
 Last Train From Gun Hill..... A2  
 • Last Voyage, The..... A2  
 Law and Disorder..... A2  
 Law Is The Law, The..... A2  
 • Leech, The..... A2  
 Legend of Tom Dooley, The..... A2  
 Legion of the Doomed..... A2  
 Liane, Jungle Goddess..... C  
 • Libel..... A1  
 Light Touch, The..... A1  
 • Li'l Abner..... A1  
 • Little Rascals Varieties..... A1  
 Little Savage..... A1  
 Littlest Hobo..... A2  
 Lone Texan..... A3  
 Lonely Hearts..... A3  
 Lonely Sex, The..... A3  
 • Look Back In Anger..... A1  
 Lost, Lonely and Violous..... A1  
 Lost Missile, The..... C  
 Love Is My Profession..... C  
 Love Story, A..... C  
 Lovers and Thieves..... C  
 Lovers of Paris..... C  
 Lucky Tim..... C

**M**

• Machete..... A3  
 Mad Little Island..... A3  
 • Man On A String..... A3  
 • Man Who Understood Women, The..... A3  
 Man in the Net..... A2  
 Man in the Saddle—RE..... A2  
 Man Inside, The..... A3  
 Man in the Raincoat..... A2  
 • Man of the West..... B  
 Man Who Could Cheat Death, The..... A3  
 Man Without a Star—RE..... B  
 Mardi Gras..... A2  
 Mark of Zorro, The—RE..... A2  
 Matting Game, The..... A3  
 Menace in the Night..... A1  
 Middle of the Night..... B  
 Milkmaid, The..... B  
 • Miracle, The..... A2  
 Miracle of St. Theresa..... A1  
 Miracle of the Hills, The..... A1  
 Mirror Has Two Faces, The..... A3  
 Missile to the Moon..... B  
 Mississippi Gambler, The—RE..... B  
 Mistress, The..... A3  
 Money, Women and Guns..... A1  
 Monster on the Campus..... A3  
 Monpti..... B  
 Most Wonderful Moment, The..... B  
 • Mountain Road, The..... B  
 • Mouse That Roared, The..... B  
 Mugger, The..... A3  
 Mummy, The..... A2  
 Murder By Contract..... A3  
 Murder Reported..... A2  
 Mustang..... A1  
 My Name Is Toxie..... A1  
 My Uncle..... A1  
 My World Dies Screaming..... A1  
 Mysterians, The..... A1

**N**

Naked Maja, The..... A3  
 • Never So Few..... A3  
 Never Steal Anything Small..... A3  
 Nice Little Bank That Should Be Robbed, A..... C  
 Night Heaven Fell, The..... C  
 Night of the Blood Beast..... B  
 Night of the Quarter Moon..... B  
 Night to Remember, A..... A1  
 Nine Lives..... A1  
 No Name on the Bullet..... A3  
 No Place To Land..... A3  
 North by Northwest..... A3  
 Nowhere To Go..... A2  
 Nun's Story, The..... A2

**O**

• Odds Against Tomorrow..... B  
 Of Love and Lust..... B  
 • On the Beach..... A2  
 On the Waterfront—Re..... A2  
 • Once More With Feeling..... A2  
 Once Upon a Horse..... A2

902 SHERIFF OF FRACTURED JAW—C-103m.—(CS; DC)—Kenneth More, Jayne Mansfield—4535 (11-26-58)—Amusing comedy—England

903 SMILEY GETS A GUN—MD-89m.—(CS; DC)—Keith Calvert, Chips Rafferty—4554 (1-28-59)—Pleasant programmer for juvenile and family trade—Australia

SON OF ROBIN HOOD, THE—MD-81m.—(CS; DC)—David Hedison, June Laverick—4606 (7-15-59)—Fair entry for kiddies and program—England

910 SOUND AND THE FURY, THE—D-115m.—(CS; DC)—Yul Brynner, Joanne Woodward—4566 (3-11-59)—Interesting entertainment

922 SOUTH PACIFIC—MU-151m.—(CS; DC)—Rossano Braggi, Mitzi Gaynor—4597 (6-17-59)—Entertaining hit

870 STREETCAR NAMED DESIRE, A—MD-122m.—(RE)—Vivien Leigh, Marlon Brando—4518 (10-1-58)—Vivid picturization of stage play is packed with selling angles

906 THESE THOUSAND HILLS—W-96m.—(CS; DC)—Don Murray, Lee Remick—4554 (1-28-59)—Good western

834 VILLA—MD-72m.—(CS; DC)—Rodolfo Hoyos, Brian Keith, Margia Dean—4514 (9-17-58)—Action yarn for the program

914 WARLOCK—W-121m.—(CS; DC)—Richard Widmark, Dorothy Malone—4574 (4-8-59)—Excellent name-packed entertainment

917 WOMAN OBSESSED—D-103m.—(CS; DC)—Susan Hayward, Stephen Boyd—4594 (6-3-59)—Interesting drama with most appeal for women

## COMING FEATURES IN ORDER OF RELEASE

Sept. OREGON TRAIL—(CS; DC)—Fred MacMurray, Nina Shipman

## COMING

BELOVED INFIDEL—(CS; DC)—Gregory Peck, Deborah Kerr

BEST OF EVERYTHING, THE—(CS; DC)—Joan Crawford, Stephen Boyd, James Mason, Hope Lange

BLUE ANGEL, THE—(CS; DC)—Curt Jurgens, May Britt

CONDEMNED PATROL—Brett Halsey, Ziva Rodann

DOG OF FLANDERS, A—(CS; C)—David Ladd, Donald Crisp

FIVE GATES TO HELL—(CS)—Patricia Owens, Neville Brand

JOURNEY TO THE CENTER OF THE EARTH, A—(CS; DC)—Pat Boone, Arlene Dahl

MAN WHO UNDERSTOOD WOMEN, THE—(CS; DC)—Leslie Caron, Henry Fonda

## UNITED ARTISTS

## DISTRIBUTED DURING THE PAST 12 MONTHS

ALIAS JESSE JAMES—C-92m.—(DC)—Bob Hope, Rhonda Fleming—4570 (3-25-59)—Amusing Hope entry—Hope

ANNA LUCASTA—D-97m.—Eartha Kitt, Sammy Davis, Jr.—4535 (11-26-58)—Filmmaking of stage play needs special attention—Longridge

BIG COUNTRY, THE—W-165m.—(TE; TC)—Gregory Peck, Jean Simmons—4502 (8-20-58)—Super western is big in all departments

COP HATER—MD-75m.—Robert Loggia, Ellen Parker—4503 (8-20-58)—Good crime meller for program

CRY TOUGH—MD-83m.—John Saxon, Linda Cristal—4611 (7-29-59)—Interesting, topical crime meller—Hecht-Hill-Lancaster

CURSE OF THE FACELESS MAN—MD-66m.—Richard Anderson, Elaine Edwards—4507 (9-3-58)—Horror item for lower half—Vogue

DAY OF THE OUTLAW—W-90m.—Robert Ryan, Burl Ives, Tina Louise—4597 (6-17-59)—Actionful outdoor opus with different angles—Security

ESCORT WEST—W-75m.—(CS)—Victor Mature, Elaine Stewart—4555 (1-28-59)—Interesting action yarn—Batjac

FEARMAKERS, THE—D-83m.—Dana Andrews, Marilee Earle—4518 (10-1-58)—Programmer has angles—Pacemakers

FOUR SKULLS OF JONATHAN DRAKE, THE—MD-70m.—Eduard Franz, Valerie French—4586 (5-20-59)—Horror item for the program

GUNS, GIRLS AND GANGSTERS—MD-70m.—Mamie Van Doren, Gerald Mohr—4547 (12-24-58)—Satisfactory program—crime meller—Imperial

GUN RUNNERS, THE—MD-83m.—Audie Murphy, Patricia Owens—4514 (9-17-58)—Interesting action entry

GUNFIGHT AT DODGE CITY, THE—W-81m.—(CS; DC)—Joel McCrea, Julie Adams—4585 (5-20-59)—Good Western—Mirisch

GREAT ST. LOUIS BANK ROBBERY, THE—MD-86m.—Steve McQueen, Molly McCarthy—4558 (2-11-59)—Mediocre meller for duallers—Guggenheim Associates

HOLE IN THE HEAD, A—C-120m.—(Panavision; DC)—Frank Sinatra, Eleanor Parker—4586 (5-20-59)—Superior entertainment—Sincap

HONG KONG CONFIDENTIAL—MD-67m.—Gene Barry, Beverly Tyler—4518 (10-1-58)—For lower half—Vogue

HORSE SOLDIERS, THE—OD-119m.—(DC)—John Wayne, William Holden, Constance Towers—4598 (6-17-59)—Highly entertaining action entry—Mahin-Rackin-Mirisch

HORSE'S MOUTH, THE—C-96m.—(TC)—Alec Guinness, Kay Walsh—4530 (11-12-58)—For the art epots—Lopert—England

HOUND OF THE BASKERVILLES, THE—MD-84m.—(TC)—Peter Cushing, Marla Landi—4598 (6-17-59)—Fine filming of horror classic—Hammer—England

INVISIBLE INVADERS, THE—MD-67m.—John Agar, Jean Byron—4586 (5-20-59)—Fair science fiction

IT—THE TERROR FROM BEYOND SPACE—MD-68m.—Marshall Thompson, Shawn Smith—4507 (9-3-58)—Fair science fiction entry—Vogue

I WANT TO LIVE—D-120m.—Susan Hayward, Simon Oakland—4527 (10-29-58)—Grim, powerful drama—Figaro

LAST MILE, THE—D-81m.—Mickey Rooney, Clifford David—4549 (1-14-59)—Well-made prison yarn—Rosenberg-Subotsky

LONELYHEARTS—D-108m.—Montgomery Clift, Robert Ryan, Myrna Loy—4542 (12-10-58)—Absorbing, off-beat drama—Schary

LOST MISSILE, THE—D-70m.—Robert Loggia, Ellen Parker—4535 (11-26-58)—Good science programmer—Berke

MACHETE—MD-75m.—Marl Blanchard, Albert Dekker—4542 (12-10-58)—Strictly for the lower half—Odell

MAN IN THE NET, THE—MD-96m.—Alan Ladd, Carolyn Jones—4578 (4-22-59)—Sell the Ladd name—Mirisch-Jaguar

MAN OF THE WEST—W-100m.—(CS; DC)—Gary Cooper, Julie London—4515 (9-17-58)—Good adult western—Ashton

MENACE IN THE NIGHT, THE—MD-78m.—Griffith Jones, Lisa Gastoni—4518 (10-1-58)—For the lower half—Leede—England

MUGGER, THE—MD-74m.—Kent Smith, Nan Martin—4522 (10-15-58)—Okay adult programmer—Barblzon

MUSTANG—W-73m.—Jack Beutel, Madalyn Trahey—4570 (3-25-59)—Amateurish lower half filler—Arnell

NAKED MAJA, THE—D-111m.—(TE; TC)—Ava Gardner, Anthony Franciosa—4570 (3-25-59)—Large scale costume spectacle has possibilities—Titanus

PIER 5, HAVANA—MD-67m.—Cameron Mitchell, Allison Hayes—4603 (7-1-59)—Topical programmer—Premium

PORK CHOP HILL—MD-97m.—Gregory Peck, Harry Guardino—4581 (5-6-59)—Hard-hitting war film—Meiville

RABBIT TRAP, THE—D-72m.—Ernest Borgnine, Bethel Leslie—4606 (7-15-59)—Programmer has interest—Hecht, Hill, Lancaster

RIOT IN JUVENILE PRISON—MD-71m.—Jerome Thor, Marcia Henderson—4578 (4-22-59)—For the lower half—Vogue

SEPARATE TABLES—D-98m.—Rita Hayworth, Deborah Kerr, David Niven—4543 (12-10-58)—Interesting drama has high potential—Hecht-Hill-Lancaster

SHAKE HANDS WITH THE DEVIL—MD-110m.—James Cagney, Dana Wynter—4586 (5-20-59)—Fascinating action meller of Irish rebellion—Pennebaker

SOME LIKE IT HOT—C-120m.—Marilyn Monroe, Tony Curtis—4562 (2-25-59)—A riot of fun and femmes—Mirisch

TERROR IN A TEXAS TOWN—W-80m.—Sterling Hayden, Ann Vereia—4507 (9-3-58)—For the lower half—Seltzer

TEN DAYS TO TULARA—MD-77m.—Sterling Hayden, Grace Raynor—4527 (10-29-58)—Filler for the lower half—Sherman

TEN SECONDS TO HELL—D-93m.—Jeff Chandler, Jack Palance, Martine Carol—4611 (7-29-59)—Suspenseful drama for the program—(Seven Arts-Hammer)

## COMING FEATURES IN ORDER OF RELEASE

Aug. DEVIL'S DISCIPLE, THE—Laurence Olivier, Kirk Douglas—Hecht, Hill, Lancaster

Sept. CAST A LONG SHADOW—Audie Murphy—Mirisch

Sept. TAKE A GIANT STEP—Johnny Nash, Estelle Hemsley—Hecht, Hill, Lancaster

Sept. INSIDE THE MAFIA—Cameron Mitchell—Premium

## COMING

BLONDE IN 402, THE—Mamie Van Doren, Richard Coogan—Imperial

COUNTERPLOT—Forrest Tucker, Allison Hayes—Odell

FUGITIVE KIND, THE—Marlow Brando, Anna Magnani—Pennebaker

GALLANT HOURS, THE—James Cagney, Dennis Weaver—Cagney-Montgomery

GUNFIGHTERS OF ABILENE—Buster Crabbe, Judith Ames—Vogue

HAPPY ANNIVERSARY—David Niven, Mitzi Gaynor—Fields

ON THE BEACH—Gregory Peck, Ava Gardner—Kramer

ODDS AGAINST TOMORROW—Harry Belafonte, Shelley Winters—Harbel

OPERATION MURDER—Tom Conway, Sandra Dorne—Danziger

SUBWAY IN THE SKY—Van Johnson, Hildegarde Neff—English Made

SOLOMON AND SHEBA—(TE-TC)—Yul Brynner, Gina Lollobrigida—Small

SUMMER OF THE SEVENTEENTH DOLL, THE—Ernest Borgnine, Anne Baxter—Hecht-Hill-Lancaster

TIMBUKTU—Victor Mature, Yvonne De Carlo—Imperial

UNFORGIVEN, THE—Burt Lancaster, Audrey Hepburn—Hecht, Hill, Lancaster

WONDERFUL COUNTRY, THE—(CS; TC)—Robert Mitchum, Julie London—MPL

WOMAN LIKE SATAN, A—Brigitte Bardot—Gray-Pathe



UNIVERSAL-INTERNATIONAL

DISTRIBUTED DURING THE PAST 12 MONTHS

5907 APPOINTMENT WITH A SHADOW—MD-73m.—(CS)—George Nader, Joanna Moore—4507 (9-3-58)—Program meller  
5904 BEND OF THE RIVER—MD-91m.—(RE)—James Stewart, Julia Adams—4507 (9-3-58)—Good outdoor show  
5901 BLOOD OF THE VAMPIRE—MD-87m.—(EC)—Donald Wolfitt, Barbara Shelley—4522 (10-15-58)—Horror on a grand scale—England  
5926 BORN TO BE LOVED—D-82m.—Hugo Haas, Carol Morris—4598 (6-17-59)—Pleasant programmer  
5924 CURSE OF THE UNDEAD—MD-79m.—Eric Fleming, Kathleen Crowley—4603 (7-1-59)—Vampire stalks the west in program entry  
5920 FLOODS OF FEAR—MD-82m.—Howard Keel, Anne Haywood—4579 (4-22-59)—Interesting, suspenseful programmer—England  
5921 IMITATION OF LIFE—D-124m.—(EC)—Lana Turner, John Gavin—4558 (2-11-59)—High rating drama.  
5921 JOHNNY DARK—MD-85m.—(TC)—Tony Curtis, Piper Laurie—4582 (5-6-59)—Names should help standard auto racing film—RE  
5903 LIGHT TOUCH, THE—CD-85m.—(TC)—Jack Hawkins, Margaret Johnston—4562 (2-25-59)—Superior Import—England  
5922 MAN WITHOUT A STAR—W-89m.—(TC)—Kirk Douglas, Jeanne Crain—4582 (5-6-59)—Off-beat outdoor action entry has the angles—RE.  
5909 MISSISSIPPI GAMBLER, THE—MD-98½m.—(RE)—Tyrone Powe, Piper Laurie—4510 (9-3-58)—Names should help  
5913 MONEY, WOMEN AND GUNS—W-80m.—(CS; EC)—Jock Mahoney, Kim Hunter, Tim Hovey—4527 (10-29-58)—Lower half entry  
5902 MONSTER ON THE CAMPUS—MD-76m.—Arthur Franz, Joanna Moore—4522 (10-15-58)—Good horror show  
5923 MUMMY, THE—MD-88m.—(TC)—Peter Cushing, Yvonne Furneaux—4606 (7-15-59)—Highly exploitable horror item—England  
5916 NEVER STEAL ANYTHING SMALL—C-94m.—(CS; EC)—James Cagney, Shirley Jones—4555 (1-28-59)—Entertaining comedy  
5915 NO NAME ON THE BULLET—W-77m.—(CS; EC)—Audie Murphy, Joan Evans—4555 (1-28-59)—Good western  
5837 ONCE UPON A HORSE—C-85m.—(CS)—Dan Rowan, Dick Martin, Martha Hyer—4503 (8-20-58)—Western satire for program  
5911 PERFECT FURLOUGH, THE—C-93m.—(CS; EC)—Tony Curtis, Janet Leigh—4522 (10-15-58)—Highly amusing comedy  
5906 RESTLESS YEARS, THE—D-86m.—(CS)—John Saxon, Sandra Dee—4528 (10-29-58)—Interesting, touching program  
5839 SAGA OF HEMP BROWN, THE—W-80m.—(CS; EC)—Rory Calhoun, Beverly Garland—4510 (9-3-58)—Good western for the program  
5912 SILENT ENEMY, THE—MD-92m.—Laurence Harvey, Dawn Addams—4530 (11-12-58)—Exciting tale of Frogmen in action—England  
5917 STEP DOWN TO TERROR—D-75m.—Charles Drake, Colleen Miller—4515 (9-17-58)—Suspense for the program  
5914 STRANGER IN MY ARMS—D-88m.—(CS)—June Allyson, Jeff Chandler—4550 (1-14-59)—Drama has saleable angles, potent names  
5925 THIS EARTH IS MINE—D-125m.—(CS; TC)—Rock Hudson, Jean Simmons—4579 (4-22-59)—Named packed, interesting drama  
5910 UP FRONT—C-91m.—(RE)—David Wayne, Tom Ewell, Martina Berti—4510 (9-3-58)—Good war comedy  
5919 WILD AND THE INNOCENT, THE—MD-84m.—(CS; EC)—Audie Murphy, Joanne Dru—4566 (3-11-59)—Interesting program entry  
5905 WORLD IN HIS ARMS, THE—MD-104m.—(RE)—Gregory Peck, Ann Blyth—4510 (9-3-58)—Name-packed action show

COMING FEATURES IN ORDER OF RELEASE

Nov. SAPPHIRE—(EC)—Nigel Patrick, Yvonne Mitchell—England

COMING

LEECH, THE—Colleen Gray, Grant Williams  
OPERATION PETTICOAT—(C)—Cary Grant, Tony Curtis, Joan O'Brien  
PILLOW TALK! (CS; C)—Rock Hudson, Doris Day  
PRIVATE LIVES OF ADAM AND EVE, THE—Mickey Rooney, Mijanou Bardot  
SNOW QUEEN, THE—Animated feature  
SPARTACUS—(TE; TC)—Kirk Douglas, Laurence Olivier

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

808 AUNTIE MAME—C-143m.—(TE; TC)—Rosalind Russell, Forrest Tucker—4543 (12-10-58)—Highly humorous entertainment  
816 BORN RECKLESS—CD-79m.—Mamie Van Doren, Jeff Richards—4574 (4-8-59)—Fair programmer  
802 DAMN YANKEES—MUC-110m.—(TC)—Tab Hunter, Gwen Verdon—4515 (9-17-58)—Amusing comedy has lots of angles  
806 ENCHANTED ISLAND—MD-94m.—(TC)—Dana Andrews, Jane Powell—4530 (11-12-58)—Interesting version of well-known literary work—RKO  
805 FROM THE EARTH TO THE MOON—D-100m.—(TC)—Joseph Cotton, Debra Paget—4531 (11-12-58)—Interesting science fiction  
819 GIGANTIS, THE FIRE MONSTER—MD-78m.—Japanese cast—4594 (6-3-59)—Minor science fiction for program—Dubbed in English—Japanese made  
810 HANGING TREE, THE—W-106m.—(TC)—Gary Cooper, Maria Schell—4555 (1-28-59)—Good, big scale western  
811 HELEN OF TROY—D-114m.—(CS; WC)—Rosanna Podesta, Jack Sernas—4562 (2-25-59)—Spectacle will need plenty of selling—Reissue—Made in Italy  
822 HERCULES—D-107m.—(Dyaliscope; EC)—Steve Reeves, Sylva Koscina—4587 (5-20-59)—Highly entertaining spectacle—Italy  
807 HOME BEFORE DARK—D-136m.—Jean Simmons, Dan O'Herlihy—4523 (10-15-58)—Highly interesting drama  
817 ISLAND OF LOST WOMEN—D-71m.—Jeff Richards, Venetia Stevenson—4579 (4-22-59)—For the supporting slot  
823 JOHN PAUL JONES—D-126m.—(TE; TC)—Robert Stack, Marisa Pavan—4598 (6-17-59)—Moderately successful historical epic—Primarily made in Spain  
812 LAND OF THE PHAROAHs—D-106m.—(CS; WC)—Jack Hawkins, Joan Collins—4562 (2-25-59)—Highly interesting story of pyramid building in Egypt—Reissue—English-made  
821 NUN'S STORY, THE—D-149m.—(TC)—Audrey Hepburn, Peter Finch—4582 (5-6-59)—Unusual entry  
804 ONIONHEAD—CD-110m.—Andy Griffith, Felicia Farr—4518 (10-1-58)—Entertaining service yarn  
813 RIO BRAVO—W-141m.—(TC)—John Wayne, Angie Dickinson—4559 (2-11-59)—Super western is highly entertaining  
814 STAR IS BORN, A—D-154m.—(CS; TC)—Judy Garland, James Mason—4574 (4-8-59)—High rating—Reissue  
820 TEENAGERS FROM OUTER SPACE—MD-85m.—David Love, Dawn Anderson—4595 (6-3-59)—For the lower half  
809 UP PERISCOPE—MD-111m.—(WS; TC)—James Garner, Andra Martin—4559 (2-11-59)—Lengthy submarine yarn of average interest  
815 WESTBOUND—W-72m.—(WC)—Randolph Scott, Virginia Mayo—4571 (3-25-59)—Good western for program  
801 WIND ACROSS THE EVERGLADES—MD-93m.—(TC)—Burl Ives, Gypsy Rose Lee—4510 (9-3-58)—Absorbing and off-beat tale of Florida Everglades  
818 YOUNG PHILADELPHIANS, THE—D-136m.—Paul Newman, Barbara Rush—4582 (5-6-59)—Highly interesting, absorbing show

COMING FEATURES IN ORDER OF RELEASE

Sept. LOOK BACK IN ANGER—Richard Burton, Claire Bloom—England  
Sept. YELLOWSTONE KELLY—(TC)—Clint Walker, Andra Martin  
Oct. FBI STORY, THE—(TC)—James Stewart, Vera Miles

COMING

ALL GOD'S CHILDREN—Rita Moreno, Mark Damon  
BRAMBLE BUSH, THE—(TC)—Richard Burton, Barbara Rush  
CASH McCALL—(TC)—James Garner, Natalie Wood  
GUNS OF THE TIMBERLAND—(TC)—Alan Ladd, Jeanne Crain  
MIRACLE, THE—(TE; TC)—Carroll Baker, Walter Slezak  
SUMMER PLACE, A—(TC)—Richard Egan, Dorothy McGuire

FOREIGN

DISTRIBUTED DURING THE PAST 12 MONTHS

AUSTRIAN

EMBEZZLED HEAVEN—D-88m.—(C)—Annie Rosar—4587 (5-20-59)—Good religious import—Dubbed in English—de Rochemon

ENGLISH

BAD GIRL—D-100m.—Anna Neagle, Sylvia Syms—4574 (4-8-59)—Exploitable program entry—Roach  
CIRCLE, THE—MD-92m.—John Mills, Noelle Middleton—4571 (3-25-59)—Ordinary Scotland Yard who-done-it—Kassler  
CONTRABAND SPAIN—MD-80m.—(EC)—Richard Greene, nouk—4510 (9-3-58)—Smuggling meller—Stratford  
COSMIC MONSTERS, THE—MD-75m.—Forrest Tucker, Gaby Andre—4559 (2-11-59)—Lower half science fiction entry  
CRAWLING EYE, THE—MD-85m.—Forrest Tucker, Janet Munro—4559 (2-11-59)—Okay science fiction thriller  
CRY FROM THE STREETS, A—D-99m.—Max Bygraves, Barbara Murray—4566 (3-11-59)—Interesting drama about homeless youngsters—Tudor  
DANGEROUS EXILE—MD-90m.—(VV; EC)—Louis Jourdan, Belinda Lee—4519 (10-1-58)—Interesting period entry—Rank  
ELEPHANT GUN—MD-84m.—(EC)—Belinda Lee, Michael Craig—4606 (7-15-59)—Okay action meller for program—Filmed in Africa—Lopert  
GYPSY AND THE GENTLEMAN, THE—D-89m.—(EC)—Melina Mercouri, Keith Mitchell—4550 (1-14-59)—Fair import—Rank  
HAPPY IS THE BRIDE—C-84m.—Ian Carmichael, Janette Scott—4550 (1-14-59)—Excellent English comedy—Kassler  
I WAS MONTY'S DOUBLE—D-100m.—M. E. Clifton James, John Mills—4562 (2-25-59)—Entertaining, different import  
LAW AND DISORDER—C-76m.—Michael Redgrave, Robert Morley—4537 (11-26-58)—Delightful English farce—Continental  
LUCKY JIM—C-95m.—Ian Carmichael, Jean Anderson—4519 (10-1-58)—Highly amusing art house entry—Kingsley-Int.  
MAD LITTLE ISLAND—C-94m.—(EC)—Jeannie Carson, Donald Sinden—4551 (1-14-59)—Amusing entry for art and specialty spots—Rank  
NIGHT TO REMEMBER, A—D-123m.—Kenneth More, Jill Dixon—4547 (12-24-58)—High rating reenactment of sea tragedy—Rank

\*One-Eyed Jacks..... Par.  
Onionhead..... WB  
Operations Dames..... A3 A-I  
\*Operation Murder..... UA  
\*Operation Petticoat..... U-I  
\*Oregon Trail..... Fox  
\*Our Man in Havana..... Col.

P

Pathe Panchali..... A1 For.  
Paratrooper Command..... A3 A1  
Party Crashers, The..... A2 Par.  
Party Girl..... B MGM  
Perfect Furlough, The..... B UI  
Pier 5, Havana..... A2 UA  
\*Pillow Talk..... UI  
Place in the Sun, A—RE..... A2 Par.  
Plan 9 From Outer Space..... Misc.  
Porgy and Bess..... A2 Col.  
Pork Chop Hill..... A1 UA  
Premier May..... A2 For.  
Private's Affair, A..... Fox  
\*Private Lives of Adam and Eve, The..... U-I

Q

Queen of Outer Space..... B AA  
Question of Adultery..... C For.

R

Rabbit Trap, The..... A2 UA  
Rally Round the Flag, Boys..... B Fox  
Reaching for the Stars..... For.  
\*Rebel Set, The..... A3 AA  
\*Reform School Girl..... A1  
Remarkable Mr. Pennypacker, The..... A3 Fox  
Restless Years, The..... A2 U-I  
Return Of The Fly, The..... A2 Fox  
Revolt In The Big House..... A2 AA  
Ride Lonesome..... A1 Col.  
Rio Bravo..... A3 WB  
Riot in Juvenile Prison..... B UA  
Road Racers..... B A-I  
Room At the Top..... B For.  
Room 43..... For.  
Roots, The..... For.  
Roots of Heaven, The..... A3 Fox

S

Sad Horse, The..... A1 Fox  
Saga of Hemp Brown, The..... A1 UI  
Santa Fe—RE..... A1 Col.  
\*Sapphire..... U-I  
\*Satan's Bucket..... Col.  
\*Savage Innocents..... Par.  
Say One For Me..... A2 Fox  
Scapegoat, The..... A2 MGM  
Screaming Skull..... A2 A1  
Senechal, The Magnificent..... A3 For.  
Senior Prom..... A2 Col.  
Separate Tables..... A3 UA  
Seventh Voyage of Sinbad, The..... A1 Col.  
Shaggy Dog, The..... A1 Misc.  
Shake Hands With the Devil..... A2 UA  
Shamless Sex, The..... For.  
Shane—RE..... A2 Par.  
She Gods of Shark Reef..... A3 A1  
Sheriff Of Fractured Jaw..... A2 Fox  
\*Sign of the Gladiator..... A1  
Silent Enemy, The..... A1 UI  
Sinners of Paris..... For.  
Sins Of Rose Bernd, The..... For.  
Sleeping Beauty..... A1 Misc.  
Smiley Gets A Gun..... A1 Fox  
Snowfire..... A1 AA  
\*Snow Queen, The..... U-I  
\*Solomon and Sheba..... UA  
Some Came Running..... B MGM  
Some Like It Hot..... B UA  
Son of Robin Hood, The..... A1 Fox  
Sound and the Fury, The..... A3 Fox  
South Pacific..... A3 Fox  
\*Spartacus..... U-I  
Speed Crazy..... A3 AA  
Spider, The..... A2 A1



Spy In the Sky ..... A1 AA  
 Stalag 17—Re..... A2 Par.  
 Star Is Born, A—RE..... B WB  
 Step Down to Terror..... A2 UI  
 Stranger in My Arms, A..... A2 UI  
 Street Car Named Desire, A—RE..... B Fox  
 •Subway in the Sky..... A1 AI  
 Submarine Seahawk..... Col.  
 •Suddenly Last Summer..... Col.  
 •Summer of the Seventeenth Doll, The..... UA  
 •Summer Place, A..... WB  
 •Surrender Hell..... AA

## T

•Take A Giant Step..... UA  
 Tale of Two Cities, A..... A1 For.  
 Tank Battalion..... B AI  
 Tank Commandoes..... A3 AI  
 Tank Force..... A1 Col.  
 Tarawa Beachhead..... A2 Col.  
 •Tarzan, The Ape Man..... MGM  
 Tarzan's Greatest Adventure..... A2 Par.  
 Teenage Caveman..... A2 AI  
 Teenagers from Outer Space..... A2 WB  
 Tempest..... A1 Par.  
 Ten Days to Tulara..... A1 UA  
 Ten Seconds to Hell..... UA  
 Terror In A Texas Town..... A2 UA  
 Terror from the Year 5000..... A2 AI  
 •That Kind of Woman..... A3 Par.  
 These Thousand Hills..... A3 Fox  
 •They Came to Cordura..... A3 Col.  
 Thlrd Sex, The..... C For.  
 •30 Ft. Bride of Candy Rock..... Col.  
 This Earth Is Mine..... A3 UI  
 •Thousand and One Arabian Nights..... Col.  
 Three Strange Loves..... For.  
 Thunder In The Sun..... A2 Par.  
 Tia Juana After Midnight..... Misc.  
 •Timbucktu..... UA  
 •Time Machine, The..... MGM  
 •Tingler, The..... Col.  
 Tokyo After Dark..... A2 Par.  
 Tom Thumb..... A1 MGM  
 Tonka..... A1 Misc.  
 Too Many Crooks..... For.  
 Torpedo Run..... A1 MGM  
 Tooca..... For.  
 •Touch of Larceny..... Par.  
 Trap, The..... A2 Par.  
 Truth About Women, The..... For.  
 Tunnel of Love, The..... B MGM  
 Two Headed Spy..... A2 Col.

## U

Uncle Tom's Cabin—RE..... Misc.  
 •Unforgiven, The..... UA  
 Unwed Mother..... A3 AA  
 Up Front—RE..... A1 U-I  
 Up Periscope..... A1 WB  
 Up the Creek..... For.

## V

Verboten..... A2 Col.  
 Villa..... A2 Fox  
 •Visit to a Small Planet, A..... Par.

## W

War of the Colossal Beast..... A2 AI  
 Warlock..... A2 Fox  
 Watul..... A1 MGM  
 •Web of Evidence..... AA  
 What Price Murder..... B For.  
 Westbound..... A1 WB  
 When Hell Broke Loose..... A2 Par.  
 Whole Truth, The..... A2 Col.  
 Wild and the Innocent..... A2 U-I  
 Wind Across the Everglades..... B WB  
 Windom's Way..... A2 For.  
 Witches of Salem..... A3 For.  
 Wolf Larsen..... A3 AA  
 Woman Eater, The..... A2 Col.  
 •Woman Like Satan, A..... UA  
 Woman Obsessed..... A2 Fox  
 Women Are Weak..... B For.  
 •Wonderful Country, The..... UA  
 World In His Arms, The—RE..... A1 U-I  
 World, the Flesh and the Devil, The..... A2 MGM  
 •Wreck of the Mary Deare, The..... MGM

## Y

•Yellowstone Kelly..... WB  
 •Yesterday's Enemy..... Col.  
 Young Captives, The..... B Par.  
 Young Land, The..... A1 Col.  
 Young Philadelphians, The..... A3 WB  
 Your Past Is Showing..... A2 For.

QUESTION OF ADULTERY, A—D-84m.—Julie London, Anthony Steel—4560 (2-11-59)—Has exploitation possibilities—NTA  
 ROOM 43—MD-93m.—Diana Dors, Herbert Lom—4603 (7-1-59)—Mediocre sensation-seeking import—Cory  
 ROOM AT THE TOP—D-117m.—Laurence Harvey, Simone Signoret—4575 (4-4-59)—Excellent adult love story—Continental  
 TALE OF TWO CITIES, A—D-117m.—Dirk Bogarde, Dorothy Tutin—4511 (9-3-58)—Dickens classic for art spots—Rank  
 TOO MANY CROOKS—C-87m.—Terry Thomas, George Cole—4583 (5-6-59)—Amusing comedy—Lopert  
 TRUTH ABOUT WOMEN, THE—CD-100m.—(EC)—Laurence Harvey, Julie Harris—4563 (2-25-59)—Satire has names to help—Continental  
 UP THE CREEK—C-83m.—David Tomlinson, Peter Sellers—4538 (11-26-58)—Amusing import—Dominant  
 WINDOM'S WAY—MD-108m.—(EC)—Peter Finch, Mary Ure—4523 (10-15-58)—Interesting meller from abroad—Rank  
 YOUR PAST IS SHOWING—C-87m.—Dennis Price, Peggy Mount—4511 (9-3-58)—Cute wacky comedy—Rank

## DANISH

GIRLS ARE WILLING, THE—CD-82m.—(EC)—Axel Bang—4607 (7-15-59)—Cute import—English titles and dialogue—Vinod-Int

## FINNISH

MILKMAID, THE—D-70m.—Anneli Saull—4563 (2-25-59)—For art spots—Titles—Joseph Brenner

## FRENCH

CAT, THE—MD-108m.—Francoise Arnoul—4587 (5-20-59)—Suspenseful French underground meller—Titles—Ellis  
 FIRE UNDER HER SKIN—D-90m.—Giselle Pascal, Raymond Pellegrin—4523 (10-15-58)—Mediocre art house fare—Titles—Unl.  
 FORBIDDEN FRUIT—D-97m.—Fernandel—4575 (4-8-59)—Interesting import—Titles—Films Around The World  
 FOXIEST GIRL IN PARIS—C-100m.—Martine Carol—4523 (10-15-58)—Cute Import—Titles—Times  
 GIRL IN THE BIKINI, THE—D-76m.—Brigitte Bardot—4550 (1-14-59)—Bardot strikes again—Titles—Atlantis  
 GIRLS OF THE NIGHT—D-114m.—Georges Marchal—4587 (5-20-59)—Fair import—Titles—Continental  
 GRI GRI—TRAVEL-62m.—United National Museum Of Man expedition—4571 (3-25-59)—African rites for the lower half—English  
 narration—Brenner  
 HEROES AND SINNERS—D-101m.—Curt Jurgens, Maria Felix—4571 (3-25-59)—Highly interesting, exploitable import—Dubbed  
 in English—Janus  
 HE WHO MUST DIE—D-122m.—(CS)—Pierre Vaneck, Melina Mercouri—4590 (5-20-59)—Absorbing import is good bet for art and  
 specialty spots—Titles—Kasslor  
 LADY CHATTERLEY'S LOVER—D-102m.—Danielle Darrieux, Leo Genn, Erno Crisa—4611 (7-29-59)—Should clean up in art  
 houses—English titles—Kingsley-Int.  
 INSPECTOR MAIGRET—MD-110m.—Jean Gabin—4519 (10-1-58)—Highly interesting mystery—Titles—Lopert  
 LAW IS THE LAW, THE—C-103m.—Fernandel, Toto—4582 (5-6-59)—Cute, amusing import—Titles—Continental  
 LOVE IS MY PROFESSION—D-111m.—Brigitte Bardot, Jean Gabin—4590 (5-20-59)—Bardot loves again—Titles—Kingsley-Int  
 LOVERS OF PARIS—CD-115m.—Gerard Philipe, Danielle Darrieux—4563 (2-25-59)—Amusing import—Titles—Continental  
 LOVERS AND THIEVES—CD-81m.—Jean Poiret—4511 (9-3-58)—Highly amusing import—Titles—Zenith  
 MAN IN THE RAINCOAT, THE—C-97m.—Fernandel—4516 (9-17-58)—Cute import for art and specialty spots—Titles—Kingsley  
 MIRACLE OF SAINT THERESE—D-97m.—Frances Descaut—4563 (2-25-59)—Religious drama strictly for art and specialty  
 houses—Dubbed in English—Ellis  
 MIRROR HAS TWO FACES, THE—D-98m.—Michele Morgan, Bourvil—4590 (5-20-59)—Well-made, interesting import—Titles—  
 Continental  
 MY UNCLE—C-110m.—(EC)—Jacques Tati—4537 (11-26-58)—Highly entertaining import for discriminating audience—English  
 dubbed or titles—Continental  
 NIGHT HEAVEN FELL, THE—D-80m.—(CS; EC)—Brigitte Bardot, Stephen Boyd—4511 (9-3-58)—Bardot drawing power still  
 potent—Titles or dubbed—Kingsley-Int.  
 PREMIER MAY—D-89m.—Yves Montand, Yves Noel—4566 (3-11-59)—Good French entry—Titles—Continental  
 SENECHAL, THE MAGNIFICENT—C-78m.—Fernandel, Nadia Gray—4538 (11-26-58)—Funny French farce—Titles—DCA  
 SINNERS OF PARIS—MD-80m.—Charles Vanel—4591 (5-20-59)—Interesting import—Titles—Ellis  
 WHAT PRICE MURDER—D-105m.—Henri Vidal, Mylene Demongeot—4538 (11-26-58)—Good entry for art spots—Titles—UMPO  
 WITCHES OF SALEM—D-140m.—Simone Signoret—4555 (1-28-59)—Excellent import for art houses—Titles—Kingsley-Int.  
 WOMEN ARE WEAK—C-95m.—(EC)—Alain Delon, Pascale Petit—4611 (7-29-59)—Cute comedy import—English titles—NTA

## GERMAN

AFFAIRS OF JULIE, THE—C-90m.—(EC)—Lilo Pulver—4543 (12-10-58)—Cute comedy for art spots—English titles—Bakros-Int  
 BIG BARRIER, THE—D-87m.—(C)—Edith Mill, Albert Lieven—4510 (9-3-58)—Exploitable for art houses—Titles—Baker  
 CALL GIRLS—MD-100m.—Claus Holm—4606 (7-15-59)—Exploitable, but sordid import for specialty houses—Dubbed in English  
 —President  
 CAPTAIN FROM KOEPENICK, THE—D-93m.—(TC)—Heinz Ruhmann—4523 (10-15-58)—Entertaining import—Titles—DCA  
 CIRCUS OF LOVE—D-93m.—(TC)—Eva Bartok, Curt Jurgens—4515 (9-17-58)—German version of "Carnival" has interest for art  
 spots—Titles—DCA  
 DEADLY DECISION—D-103m.—O. E. Hasse, Barbara Rutling—4511 (9-3-58)—For German houses—Dominant  
 DREAMING LIPS—D-86m.—Maria Schell, O. W. Fischer—4537 (11-26-58)—Interesting import for art spots—Titles—DCA  
 FORBIDDEN PARADISE—NOV-67m.—(EC)—Ingeborg Schoner, Jan Hendriks—4516 (9-17-58)—For exploitation and art spots—  
 English narration—Colorama Features  
 GUITARS OF LOVE—MU-90m.—(EC)—Vlco Torrlani, Montovani and Orchestra—4537 (11-26-58)—Tuneful musical—Titles—  
 Sam Baker Associates  
 JONAS—D-81m.—Robert Graf—4590 (5-20-59)—Psychological, off-beat drama—English narration; partially dubbed—President  
 LIANE, JUNGLE GODDESS—MD-85m.—(EC)—Marion Michael, Hardy Kruger—4531 (11-12-58)—Exploitable programmer—  
 Dubbed in English—DCA  
 LOVE STORY, A—D-94m.—Hildegard Neff, O. W. Fisher—4551 (1-14-59)—Could fit German houses—Titles—Casino  
 MONPTI—D-97m.—(C)—Romy Schneider—4590 (5-20-59)—Average tragic love import—Dubbed in English—Bakros-Int.  
 MY NAME IS TOXI—D-80m.—Elfie Fiegert—4547 (12-24-58)—Okay programmer, especially for colored houses—Dubbed in English  
 —Grand Prize  
 REACHING FOR THE STARS—D-102m.—Erick Schuman, Lisa Pulver—4516 (9-17-58)—For German and art houses—Titles—  
 Baker  
 SINS OF ROSE BERND, THE—D-85m.—(C)—Maria Schell, Ralf Vallone—4579 (4-22-59)—Okay entry for foreign spots—Titles  
 —President  
 THIRD SEX, THE—D-85m.—Paula Wessely, Paul Dahlke—4566 (3-11-59)—Exploitable for art and language spots—Titles—D & F  
 Dist.

## INDIAN

PATHER PANCHALI—D-112m.—Hindu cast—4548 (12-24-58)—Prize-winning drama is art house natural—Titles—Harrison

## ITALIAN

MOST WONDERFUL MOMENT, THE—D-94m.—Marcello Mastroianni, Giovanna Ralli—4599 (6-17-59)—Interesting import—  
 English titles—Ellis  
 SHAMELESS SEX, THE—D-73m.—Yvonne Sanson, Frank Villard—4531 (11-12-58)—Strictly for the sex-plotation spots—Dubbed  
 in English—Screenorama.  
 TOSCA—OPERA—105m.—(CS; EC)—Franca Duval, Franco Corelli—4567 (3-11-59)—Well-made opera for art and specialty spots  
 —Titles—Casolaro-Giglio

## JAPANESE

MISTRESS, THE—D-102m.—Hidoko Takamine—4563 (5-20-59)—Okay import for specialty spots—Titles—Harrison

## MEXICAN

ROOTS, THE—COMP.-96m.—Non-professional Mexican Indians—4519 (10-1-58)—Fine art house fare—Harrison

## NORWEGIAN

NINE LIVES—MD-85m.—Jack Fjeldstad—4575 (4-8-59)—Thrilling chase meller—Titles; narration—deRochemond

## POLISH

EIGHTH DAY OF THE WEEK, THE—D-84m.—Sonjz Ziemann—4587 (5-20-59)—Import is worthy of attention—Titles—Conti-  
 nental

## RUSSIAN

ENCHANTED MIRROR, THE—DOC-80m.—(Sovcolor; Kinopanorama)—Soviet version of Cinerama loaded with propaganda—  
 4611 (7-29-59)—English narration—Sovexportfilm  
 GREAT IS MY COUNTRY—DOC-80m.—(Kinopanorama; Sovcolor)—4607 (7-15-59)—Interesting Soviet novelty—English narra-  
 tion—Sovexportfilm



**PHILIPPINES**  
BLOOD OF BATAAN—MD-76m.—Leopoldo Salcedo, Mona Lisa—4537 (11-26-58)—Exploitable war film—Spoken In English—Brenner

**SWEDISH**  
OF LOVE AND LUST—CD-103m.—Anita Bjork, Mal Zetterling—4599 (6-17-59)—Fair import—English titles—Films Around The World  
THREE STRANGE LOVES—D-84m.—Eva Henning, Birger Malmsten—4567 (3-11-59)—Confused drama of sexual aberrations—Titles—Janus

**MISCELLANEOUS**      **DISTRIBUTED DURING THE PAST 12 MONTHS**

BIG FISHERMAN, THE—D-180m.—(Panvision; 70mm; C)—Howard Keel, Susan Kohner—4603 (7-1-59)—Highly interesting entertainment—Buena Vista  
DARBY O'GILL AND THE LITTLE PEOPLE—D-90m.—(TC)—Albert Sharpe, Janet Munro—4583 (5-6-59)—The Disney name and the luck of the Irish should prove of assistance  
DATE WITH DEATH, A—MD-81m.—(Psychorama)—Gerald Mohr, Liz Renay—4575 (4-8-59)—Satisfactory programmer offers intriguing gimmick—Pacific Int.  
FRANKENSTEIN'S DAUGHTER—MD-85m.—John Ashley, Sandra Knight—4543 (12-10-58)—Inferior exploitation entry—Astor  
GIRLS, INC.—NOV.-65m.—No credits available—4595 (6-3-59)—Filler for lower half—Joseph Brenner  
GIRL WITH AN ITCH—D-78m.—Kathy Marlowe, Robert Armstrong—4531 (11-12-58)—Sexy programmer has selling possibilities—Howco  
GO, JOHNNY, GO—MU-75m.—Alan Freed, Jimmy Clanton—4583 (5-6-59)—Rock 'n' roller for lower half—Roach  
I'LL GIVE MY LIFE—D-78m.—John Bryant, Angie Dickinson—4575 (4-8-59)—Religious film for specialized audiences—Howco  
ISLE OF LEVANT, THE—TRAV-71m.—(C)—No credits available—4591 (5-20-59)—Exploitable nudist film—English narration—Miracle  
LONELY SEX, THE—MD-58m.—Cast unknown—4595 (6-3-59)—Amateurish study in sexual aberrations—Joseph Brenner  
LOST, LONELY, AND VICIOUS—D-73m.—Ken Clayton, Barbara Wilson—4538 (11-26-58)—Lower half filler—Howco  
MISSILE TO THE MOON—MD-78m.—Richard Travis, Cathy Downs—4543 (12-10-58)—Program filler—Astor  
MY WORLD DIES SCREAMING—D-81m.—Gerald Mohr, Cathy O'Donnell—4538 (11-26-58)—Psychological drama for lower half—Howco  
NO PLACE TO LAND—MD-78m.—(NA)—John Ireland, Marl Blanchard—4539 (11-26-58)—Interesting action programmer—Republic  
PLAN 9 FROM OUTER SPACE—MD-76m.—Gregory Wolcott, Mona McKinnon—4531 (11-12-58)—Okay science fiction programmer—DCA  
SHAGGY DOG, THE—C-100m.—Fred MacMurray, Jean Hagen—4567 (3-11-59)—Highly amusing comedy-fantasy—Buena Vista  
SLEEPING BEAUTY, THE—CAR-75m.—(TE70; TC)—Walt Disney—4556 (1-28-59)—Another Disney cartoon treat—Buena Vista  
TIA JUANA AFTER MIDNIGHT—BUR-58m.—Rita Ravel—4551 (1-14-59)—Average burlesque film—Alan Trading  
TONKA—W-97m.—(TC)—Sal Mineo, Philip Carey—4548 (12-24-58)—Indian yarn should appeal to youngsters—Buena Vista  
UNCLE TOM'S CABIN—MD-93m.—(RE)—Narrated by Raymond Massey—4539 (11-26-58)—Modernized reissue has possibilities—Colorama

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# The Shorts Parade

1958-59 Season  
(Ratings: E—Excellent; G—Good; F—Fair; B—Bad)

NOTE: This Short listing is carried in every second edition of THE SERVICISION—Alternating with a listing of Features by Production Numbers and Release Dates.

PROD. NOS. AND RELEASE DATES—NEXT ISSUE			
Columbia			
TWO REEL			
MUSICAL TRAVELARKS (3)			
3441	(Dec.) Wonders of Puerto Rico	G	20m. 4563
COMEDIES			
THE THREE STOOGES (8)			
3401	(Sept.) Sweet and Hot	F	17m. 4539
3402	(Oct.) Flying Saucer Daffy	G	17m. 4539
3403	(Dec.) Oil's Well That Ends Well	F	17m. 4567
3404	(Feb.) Triple Crossed	F	17m. 4567
3405	(June) Sappy Bull Fighters		
ONE REEL			
MAGOOS (10)			
(Technicolor)			
3751	(Sept.) Magoo's Cruise	E	6m. 4539
3752	(Oct.) Love Comes To Magoo	G	6m. 4539
3753	(Nov.) Gumshoe Magoo	E	6m. 4564
3754	(Jan.) Bwana Magoo	E	6m. 4568
3755	(Mar.) Magoo's Homecoming	G	6m. 4599
3756	(Apr.) Merry Minstrel Magoo	G	6m. 4599
3757	(May) Magoo's Lodge Brother	G	6m. 4607
3758	(July) Terror Faces Magoo	G	6m.
HAM AND HATTIE CARTOONS (2)			
(Technicolor)			
3511	(Oct.) Spring and Saganaki	G	7m. 4540
3512	(Jan.) Picnics Are Fun	E	7m. 4564

WORLD OF SPORTS (10)			
3801	(Sept.) Aqua-Rama	G	9m. 4540
3802	(Oct.) Rasslin' Ref'	F	9m. 4540
3803	(Dec.) Sportsmen's Paradise	G	9m. 4564
3804	(Feb.) Aquotic Carnival	F	9m. 4568
3805	(Apr.) Racquet Magic	G	9m.
3806	(June) Jungle Adventure	G	10m.
COLUMBIA REISSUES			
ASSORTED AND COMEDY FAVORITES			
TWO REELS			
3421	Happy Go Wacky	F	16 1/2m. 3225
3422	Trapped By A Blonde	F	16m. 2643
3423	The Awful Sleuth	G	16m. 3072
3424	The Mayor's Husband	F	16m. 1812
3425	Perfectly Dismated		
3426	Woowoo Blues	G	16m. 3119
3431	Two Roaming Champs	F	16 1/2m. 2964
3432	Andy Plays Hookey	F	18m. 2112
3433	Off Again, On Again	F	16m. 1685
3434	Farmer For A Day	F	18m. 1363
3435	Wine, Woman And Song	F	16m. 3056
3436	Spook To Me	F	17m. 1871
SERIALS			
TWO REELS			
	Wild Bill Hickok	E	15EP. 170
	Captain Video	G	15EP. 3209
	Tex Granger	G	15EP. 2369
	Midnight Rider Of The Plains		15EP.
COLOR FAVORITES CARTOONS			
(Technicolor)			
3601	Gerald McBoing Boing	E	6 1/2m. 2998
3602	Flora	G	6m. 2352
3603	Kitty Caddy	F	6m. 2287
3604	Willie The Kid	E	7m. 3311
3605	Short Snorts On Sports	F	6 1/2m. 2422
3606	Rooty Toot Toot	E	8m. 3266
3607	Bon Bon Parade	G	8m. 2375
3608	The Emperor's New Clothes	G	7m. 3527
3609	The Untrained Seal	F	7m. 2436
3610	Little Boy With A Big Horn	E	7m. 3490
3611	The Egg Hunt	F	7m. 537
3612	Madeline	E	7m. 3418
3613	Novelty Shop	G	7m. 4607
3614	Christopher Crumpet	G	7m. 3562
3615	Poor Elmer		
CANDID MICROPHONES			
3551	Number 3, Series 5	F	10m. 3473
3552	Number 4, Series 5	F	10m. 3527
3553	Number 5, Series 5	F	10m. 3562
3554		F	10m. 3631
3555		F	10m. 3676

ANIMAL CAVALCADES			
3951	Chimp-Antics	G	10 1/2m. 3418
3952	Jungle Monarchs	F	10m. 3473
3953	Greyhound Copers	F	9m. 3585
3954	The Three Big Bears	F	7m. 3623
FILM NOVELTIES			
3851	Rhapsody On Ice	G	9m. 2557
3852	A Lass In Alaska	F	10 1/2m. 2497
3853	Aren't We All	F	10 1/2m. 2328
3854	Magic Stone	G	10m. 1820
3855	Babies By Bannister		
MGM			
REISSUES			
ONE REEL			
GOLD MEDAL REPRINT CARTOONS			
(Technicolor)			
C-31	Jerry's Diary	G	7m. 2734
C-32	Slicked-Up-Pup	E	6m. 3167
C-33	Nitwit Kitty	G	7m. 3167
C-34	Cat Napping	G	7m. 3194
C-35	The Flying Cat	G	7m. 3154
C-36	The Duck Doctor	G	7m. 3172
C-37	The Two Mousketeers	E	7m. 3200
C-38	Smitten Kitten	G	8m. 3259
C-39	Triplet Trouble	G	7m. 3167
C-40	Little Runaway	G	7m. 3177
C-41	Fit To Be Tied	G	7m. 3235
C-42	Push-Button Kitty	G	7m. 3279
W-61	Cruise Cat	G	7m. 3387
W-62	The Doghouse	G	7m. 3392
W-63	The Missing Mouse	E	7m. 3418
W-64	Jerry and Jumbo	G	7m. 3458
W-65	Johann Mouse	E	7m. 3465
W-66	That's My Pop	G	7m. 3519
W-67	Car Of Tomorrow	E	7m. 3136
W-68	Magical Maestro	F	7m. 3200
W-69	One Cob's Family	E	8m. 3164
W-70	Rock-A-Bye Bear	F	7m. 3333
W-71	Cabollero Droopey	F	7m. 3342
W-72	Little Johnny Jet	G	7m. 3499
W-73	TV Of Tomorrow	E	7m. 3534
W-74	Droopy's Double Trouble	G	7m. 3129
W-75	Little Wisequacker	G	7m. 3402
W-76	Busybody Bear	G	7m. 3418
W-77	Barneys' Hungry Cousin	F	7m. 3425
W-78	Cobs and Robbers	F	7m. 3488



## Paramount

TWO REEL  
SPECIAL

(VistaVision; Technicolor)

VistaVision Visits Spain .....E 18m. 4532

## ONE REEL

## CASPER CARTOONS

(Technicolor)

B17-1 (Nov. 15) Boo Bop .....G 7m. 4431  
 B17-2 (Jan. 24) Hair Restorer .....F 6m. 4463  
 B17-3 (Feb. 28) Spook and Span .....F 6m. 4475  
 B17-4 (Apr. 25) Ghost Writers .....F 7m. 4467  
 B17-5 (May 2) Which Is Witch .....F 6m. 4512  
 B17-6 (Sept.) Good Scream Fun .....G 7m. 4532  
 B-18-1 (Jan.) Doing What's Fright .....F 6m. 4580  
 B18-2 (Mar.) Down To Mirth .....G 7m. 4599  
 B18-3 (June) Not Ghoully .....G 9m.

## HERMAN AND CATNIP (4)

H18-1 (Jan.) Owly To Bed .....F 6m. 4599  
 H18-2 (Feb.) Felineous Assault .....G 6m. 4580  
 H18-3 (Apr.) Fun on Furlough .....F 6m. 4599

## NOVELTOONS (6)

(Technicolor)

P18-1 (Oct.) Stork Raving Mad .....G 6m. 4540  
 P18-2 (Dec.) Dawg Gawn .....F 6m. 4599  
 P18-3 (Jan.) Animal Fair .....F 6m. 4580  
 P18-4 (Apr.) Houndabout .....G 7m. 4599  
 P18-5 (May) Huey's Father's Day .....F 6m.

## MODERN MADCAPS (6)

M18-1 (Nov.) Right Off The Bat .....G 7m. 4539  
 M18-2 (Feb.) Flt To Be Toyed .....G 7m. 4583  
 M18-3 (Mar.) La Petite Parade .....G 8m. 4599  
 M18-4 (June) Spooking Of Ghosts .....F 6m.

## PARAMOUNT REISSUES

## POPEYE CHAMPIONS

E18-1 Quick On The Vigor .....G 7m. 2953  
 E18-2 Riot In Rhythm .....F 7m. 2975  
 E18-3 Farmer and The Belle .....G 7m. 3004  
 E18-4 Vacation With Play .....G 7m. 3005  
 E18-5 Thrill Of Fair .....G 7m. 3056  
 E18-6 Alpine For You .....G 7m. 3080

## CARTOON CHAMPIONS

S18-1 Voice Of The Turkey .....F 6m. 2975  
 S18-2 Party Smarty .....F 7m. 3129  
 S18-3 Case Of The Cockeyed Canary .....G 7m. 3448  
 S18-4 Feast and Furlous .....G 6m. 3448  
 S18-5 Starting From Hatch .....G 7m. 3483  
 S18-6 Winner By A Hare .....F 6m. 3499  
 S18-7 Boo Hoo Baby .....G 8m. 3035  
 S18-8 Casper Comes To Clown .....G 7m. 3154  
 S18-9 Casper Takes A Bow Wow .....F 7m. 3209  
 S18-10 Ghost Of The Town .....G 7m. 3285  
 S18-11 Mice Capades .....G 7m. 3410  
 S18-12 Of Mice And Magic .....F 7m. 3491  
 S18-13 Herman The Cartoonist .....F 7m. 3519  
 S18-14 Drinks On The Mouse .....F 7m. 3585

## 20th Century-Fox

(1958)

## ONE REEL

## CINEMASCOPE

(Color)

7801 (Jan.) High Divers and Dolls .....F 8m. 4463  
 7802 (Feb.) The Jumping Horse .....G 9m. 4463  
 7803 (Mar.) Wild Race For Glory .....G 9m. 4463  
 7804 (Apr.) Transcontinental .....F 9m. 4463  
 7806 (Mar.) Fortress Formosa .....G 9m. 4475  
 7807 (June) Inside Poland Today .....G 10m. 4512  
 7808 (July) Snow Fun In College .....G 9m. 4540  
 7809 (Aug.) Dance Beat .....G 9m. 4540  
 7810 (Sept.) Rockets Roar .....G 10m. 4552  
 7811 (Oct.) Blue Water Sports .....G 9m. 4568  
 7812 (Nov.) Undersea Adventure .....G 10m. 4568  
 7813 (Dec.) Fireworks For Freedom .....G 10m. 4568  
 7901 (Jan.) Alaska .....G 10m. 4568  
 7902 (Feb.) Football Roundup .....F 10m. 4568  
 7903 (Mar.) Swedish Air Jets Zoom .....G 9m. 4591

Basketball's Aces in Action .....F 10m. 4591  
 7904 (Apr.) Hawaii .....G

TWO REEL  
CINEMASCOPE SPECIALS

7805 (Jan.) Queen Elizabeth Hailed By  
 U. S. And Canada .....G 15m. 4463

## SPECIAL

7350 (May) Colorful Courtship (DC) ....G 15m. 4532

## ONE REEL

## CINEMASCOPE TERRYTOONS

(Technicolor)

5801 (Jan.) Springtime For Clobber ....F 6m. 4463  
 5802 (Feb.) It's A Living .....F 6m. 4463  
 5803 (Mar.) Gaston's Baby .....F 6m. 4463  
 5804 (Apr.) The Juggler of Our Lady ....E 9m. 4423  
 5805 (May) Gaston, Ga Homel .....F 6m. 4491  
 5806 (June) Dustcap Doormat .....F 6m. 4491  
 5807 (July) Camp Clobber .....F 7m. 4495  
 5808 (Aug.) Sick, Sick Sidney .....G 7m. 4495  
 5809 (Sept.) Old Mother Clobber .....F 7m. 4512  
 5810 (Oct.) Gaston's Easel Life .....F 6m. 4520  
 3811 (Nov.) Signed, Sealed and Clobbered G 6m. 4567  
 5812 (Dec.) Sidney's Family Tree .....E 6m. 4567  
 5901 (Jan.) Clobber's Ballet Ache .....F 6m. 4567  
 5902 (Feb.) Tale Of A Dog .....F 6m. 4567  
 5903 (Mar.) Another Day For Doormat ....F 6m.  
 5904 (Apr.) The Flamboyant Arms .....F 6m.  
 5905 (May) Foofle's Train Ride .....F 6m.  
 5906 (June) Gaston's Mama Lisa .....F 6m.

## 20TH CENTURY-FOX REISSUES

## TERRYTOON TOPPERS

5831 Witch's Cat .....F 7m. 2444  
 5832 Woodman Spare That Tree ....F 7m. 3013  
 5833 Mysterious Stranger .....F 7m. 2497  
 5834 Happy Landing .....F 7m. 2625  
 5835 Lazy Little Beaver .....F 7m. 2352  
 5836 Hula, Hula Land .....F 7m. 2667  
 5837 Love's Labor Won .....F 7m. 2444  
 5838 Golden Egg Goosie .....G 7m. 3120  
 5839 Feudin' Hillbillies .....F 7m. 2403  
 5840 A Truckload Of Trouble ....F 7m. 2724  
 5841 The Happy Cobblers .....G 7m. 3279  
 5842 Happy Valley .....G 7m. 3326  
 5931 The Racket Buster .....F 7m. 2590  
 5932 The Super Salesman .....F 7m. 2297  
 5933 Sparky The Firefly .....F  
 5934 The Magic Slipper .....F  
 5935 A Sleepless Night .....F  
 5936 Foiling The Fox .....F

## Universal-International

## TWO REEL

## SPECIALS IN COLOR

3901 ( ) Island Empire .....G 18m. 4591  
 3902 ( ) Venice Of The East .....G

## ONE REEL

## COLOR PARADES (8)

3971 (Nov.) Venezuela Holiday .....G 9m. 4540  
 3972 (Dec.) Down The Magdalena .....F 10m. 4540  
 3973 (Jan.) Round-Up Land .....G 9m. 4544  
 3974 (Mar.) Safari City .....G 9m. 4564  
 3975 (April) Travel Tips .....F 8m. 4591  
 3976 (June) Land Of The Maya .....F 9m. 4575  
 3977 (July) Below The Keys .....G 9m.

## WALTER LANTZ COLOR CARTUNES (13)

3911 (Nov.) Jittery Jester .....G 6m. 4539  
 3912 (Dec.) Little Televillain .....F 7m. 4539  
 3913 (Jan.) Truant Student .....G 6m. 4544  
 3914 (Feb.) Robinson Gruesome .....F 6m. 4564  
 3915 (Mar.) Tomcat Combat .....F 6m. 4580  
 3916 (April) Yukon Have It .....F 7m. 4599  
 3917 (April) Log Jammed .....F 7m. 4599  
 3918 (May) Panhandle Scandal .....G 6m.  
 3919 (June) Bee Bopped .....G  
 3920 (July) Woodpecker In The Moon ..

## VARIETY VIEWS

3891 (Jan. 20) Barnyard Frolics .....F 9m. 4436  
 3892 (Feb. 24) Between The Continents ..F 9m. 4495  
 3893 (Mar. 31) Cycle Mania .....G 9m. 4512  
 3894 (Sept.) Tragedy, U. S. A. ....E 9m. 4532  
 3895 (Oct.) Up and Over .....F 9m. 4532

## UNIVERSAL-INTERNATIONAL REISSUES

## WOODY WOODPECKER CARTUNES

3931 Termites From Mars .....G 6m. 3459  
 3932 What's Sweepin' .....F 6m. 3459

3933 Buccaneer Woodpecker .....F 6m. 3499  
 3934 Operation Sawdust .....F 6m. 3562  
 3935 Wrestling Wrecks .....F 6m. 3562  
 3936 Belle Boys .....F 6m. 3603

## Warners

## ONE REEL

## BUGS BUNNY SPECIALS

(Technicolor)

6721 (Nov.) Pre-Hysterical Hare .....G 7m. 4539  
 6722 (Jan.) Baton Bunny .....F 7m. 4583  
 6723 (Feb.) Hare-Avian Nights .....F 7m. 4583  
 6724 (Apr.) Apes Of Wrath .....G 7m. 4583  
 6725 (June) Backwoods Bunny .....G 7m. 4591  
 6726 (Aug.) Wild and Woolly Hare .....G 7m. 4607

## MERRIE MELODIES-LOONEY TUNES

(Technicolor)

5701 (Nov. 16) Mouse-Take Identity ....F 7m. 4412  
 5702 (Nov. 30) Gonzales' Tamales .....F 7m. 4412  
 5703 (Jan. 4) Don't Axe Me .....F 7m. 4431  
 5704 (Jan. 18) Tortilla Flaps .....F 7m. 4432  
 5705 (Feb. 22) A Pizza Tweety-Pie ....G 7m. 4463  
 5706 (Mar. 8) Robin Hood Daffy .....G 7m. 4463  
 5707 (Apr. 12) Whoa, Be Gone .....F 7m. 4463  
 5708 (Apr. 26) A Waggily Tale .....G 7m. 4475  
 5709 (May 10) Feather Bluster .....G 7m. 4475  
 5710 (June 28) To Itch His Own .....F 7m. 4512  
 5711 (July 26) Dog Tales .....G 7m. 4512  
 5712 (Sept. 6) Weasel While You Work ..G 7m. 4532  
 5713 (Sept. 27) A Bird In A Bonnet ....G 7m. 4532  
 5714 (Oct. 11) Hook, Line and Stinker ..F 7m. 4532  
 6701 (Nov.) Gosper Broke .....F 7m. 4539  
 6702 (Dec.) Hip-Hip-Hurry! .....F 6m. 4564  
 6703 (Dec.) Cat Feud .....F 6m. 4564  
 6704 (Jan.) Mouse Placed Kitten .....G 7m. 4584  
 6705 (Feb.) China Jones .....G 7m. 4583  
 6706 (Mar.) Trick Or Tweet .....F 7m. 4584  
 6707 (Apr.) The Mouse That Jack Built ..G 7m. 4591  
 6708 (May) Hot Rod and Reel .....F 7m. 4591  
 6709 (May) Mut In A Rut .....G 7m. 4591  
 6710 (June) Really Scent .....F 7m. 4591  
 6711 (July) Mexicali Shmoes .....F 7m. 4607  
 6712 (July) Tweet and Lovely .....G 7m. 4607  
 6713 (Aug.) Cat's Paw .....F 6m. 4607  
 6714 (Aug.) Here Today, Gone Tamale ..

## WARNERS' REISSUES

## BLUE RIBBON HIT PARADE CARTOONS

6301 Bowery Bugs .....F 7m. 2650  
 6302 An Egg Scramble .....F 7m. 2865  
 6303 Wise Quackers .....F 7m. 2557  
 6304 Two's A Crowd .....G 7m. 3013  
 6305 Canary Row .....G 7m. 2953  
 6306 Dog Collared .....F 7m. 2985  
 6307 Fox In A Fix .....F 7m. 3013  
 6308 My Bunny Lies Over The Sea F 7m. 2541  
 6309 Golden Yeggs .....G 7m. 2890  
 6310 Scent-imental Romeo .....G 7m. 3040  
 6311 Canned Feud .....G 7m. 3028  
 6312 Early Ta Bet .....G 7m. 3074  
 6313 Boobs In The Woods .....F 7m. 2798  
 6314 The Bee-Deviated Bruin .....F  
 6315 High Diving Hare .....F  
 6316 Doggone South .....F

## Miscellaneous

Antarctic Crossing (C) (Shoenfeld) .....E 45m. 4607  
 CAPRI (EC) (EROS) .....E 24m. 4576  
 Ceylon Holiday (C) (Shoenfeld) .....G 15m. 4595  
 Cruise Of The Eagle (CS;TC) (BV-Disney) G 18m. 4591  
 Diavolezza (C) (Shoenfeld) .....F 12m. 4607  
 Donald In Mathmagic Land (TC) .....G  
 (BV-Disney) .....G 26m. 4595  
 Grand Canyon (CS;TC) (Bu-Disney) .....G 26m. 4563  
 Coronation of Pope John XXIII .....G  
 (TC;VV) (Rank) .....E 18m. 4539  
 Geisha (C) (Brenner) .....E 30m. 4563  
 I Went To Britain (C) (Shoenfeld) .....E 22m. 4599  
 Journey Into Spring (C) (Shoenfeld) .....E 28m. 4595  
 Miracle Of Todd-AO, The (TC) .....G  
 (MAGNA) .....E 15m. 4551  
 N.Y., N.Y. (TC) (UA) .....G 15m. 4552  
 Patterson vs Johansson Fight (UA) .....E 17m. 4607  
 Scotland (CS;TC) (BV-Disney) .....E 25m. 4539  
 Thrill Of A Lifetime (CS;C) (Howco) .....G 11m. 4576  
 Unknown Italy (C) (Shoenfeld) .....F 12m. 4595  
 Wales (BV-Disney) (CS;TC) .....G 25m. 4532

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